2003 Tobacco Counter Marketing Campaign Evaluation

Final Report

November 22, 2004

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es/drake

Final Report

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Executive Summary

The FY 2003 Idaho Counter Marketing Program antitobacco media ad campaign evaluation focused on the primary audience of young adults (ages 18–24) and on the secondary audience of teens (ages 12–17). The evaluation examined recall of antitobacco ads that were part of the media ad campaign since January 2003 through interviews conducted with separate samples of young adults and teens in June and July 2003. The campaign ads were disseminated through radio, TV, bus benches, campus and alternative newspapers, and cinema slides.

Young Adults

Data for the ad campaign evaluation were collected through interviews conducted with a random sample of 614 young adults. Nearly one-third (29%) of young adults were able to mention an ad that ran in the campaign. TV and radio had the widest reach of the five media channels and showed the highest percentage of young adults who had heard/seen an ad from the campaign in the first half of 2003. Television and bus bench ads appeared to be the most memorable. Bus bench ads achieved the greatest percentage of all five channels in highest percentage of campaign ads mentioned in unaided recall.

Using unaided recall as a measure, the 2003 media ad campaign accounted for roughly 18% of the impact of all antitobacco radio ads aired during the same period. It also accounted for 25% of TV ad impact, 56% of bus bench ad impact, 18% of impact through newspaper ads, and 6% of cinema slide ad impact.

The radio, TV, and bus bench components of the 2003 campaign reached frequent smokers in a targeted fashion. Thus, the campaign appears to be in a position to have an impact on propensity to quit or reduce smoking. Additional, more complex research designs will be required to test actual impact.

Some subgroups of young adults in Idaho appeared to be reached better than others were by certain components of the 2003 ESD/ITPCP media ad campaign. The TV ads tended to be mentioned more frequently by older respondents (ages 21–24) and those with educational attainment above high school. Hispanic and non-White respondents mentioned the Idaho QuitNet cinema slide ads more frequently than other young adults did. Radio, bus bench, and newspaper ads tended to reach population subgroups evenly.

Teens

A random sample of 306 Idaho teens was selected for the ad campaign evaluation. Findings for teens closely mirrored those for young adults. About one in five (19%) young adults were able to mention an ad that ran in the campaign. TV and radio had the widest reach of the five media channels and showed the highest percentage of young adults who had heard/seen an ad from the campaign in the first half of 2003. Television

and bus bench ads appeared to be the most memorable. Bus bench ads achieved the greatest percentage of all five channels in highest percentage of campaign ads mentioned in unaided recall.

Using unaided recall as a measure, the 2003 media ad campaign accounted for roughly 12% of the impact of all antitobacco radio ads aired during the same period. It also accounted for 13% of TV ad impact, 70% of bus bench ad impact, 8% of impact through newspaper ads, and 11% of cinema slide ad impact.

Current smokers were less likely than other teens to have seen any antitobacco ad in any of the tested channels. This suggests that antitobacco ad campaigns targeted to this population have the potential for greater impact among nonsmokers (by discouraging future tobacco use) than among smokers (by encouraging cessation or reduction of tobacco use). Thus, the campaign appears to be in a position to have an impact on propensity to quit or reduce smoking. Additional, more complex research designs will be required to test actual impact.

Some subgroups of teens in Idaho appeared to be reached better than others were by certain components of the 2003 media ad campaign. The radio ads, especially the Surgeon General's Warning ad, tended to be mentioned more frequently by 9th graders. 12-year-olds mentioned campaign ads more frequently than did older teens in unaided recall. The Grim Reaper ads were seen more often by teens in Southwestern Idaho, whereas the T-Shirt ads were seen more often by those in Southeastern Idaho, by older teens (ages 16–17), and by those in 10th grade or higher. Teens in the two southern media markets recalled seeing the Chuck ads on TV more frequently than did those in Northern Idaho. Teens in 10th grade or higher saw an Idaho QuitNet cinema slide ads more frequently than did teens in lower grades. Bus bench and newspaper ads tended to reach population subgroups evenly.

Introduction

Es/drake (ESD) contracted with Clearwater Research, Inc., (CwR) to conduct the 2003 Tobacco Counter Marketing Campaign Evaluation. The study involved surveys of two populations of Idaho residents: young adults ages 18–24 and youth ages 12–17. The results of the research will provide essential information about the effectiveness of the 2002–2003 media campaign. They can also inform future message development and effective delivery to the primary target population of young adults and the secondary target population of teens.

Background

In 2000, es/drake commissioned a baseline survey of teens and parents in Idaho focusing on attitudes, knowledge, and perceptions regarding tobacco, alcohol, and other drug use. A follow-up survey of Idaho teens and parents in 2001 collected information to evaluate the effects of print, radio, and television antitobacco marketing. These studies permitted a comparison of measures collected both years to infer the effects of the media ad campaign. In 2002, es/drake contracted for two more studies: a follow-up survey of teens and a baseline study of young adults (ages 18–24).

The primary focus of the 2003 es/drake Tobacco Counter Marketing Campaign shifted from teens to young adults, with teens as a secondary target audience. The campaign includes the following components:

- Project Filter: ads on TV, radio, bus benches (in Boise only), and newspapers
- Idaho QuitNet: ads on TV and on movie screen slides
- Premium items

Study Purpose

The purpose of this survey research project was to measure awareness of and reaction to the 2003 media ad campaign among young adults (ages 18–24) and youth ages 12–17. For the 2003 campaign evaluation, the research focused on young adults, about whose response to the es/drake tobacco counter marketing campaigns relatively little is known. Because data from several years' evaluation surveys have been collected, this study will include analysis of trends over time in awareness, media use, and other available items.

The 2002–2003 media campaign evaluation involves:

- Measuring the effectiveness of media campaign based on campaign objectives and media messages for young adults (ages 18–24) and teens (ages 12–17) in Idaho.

- Providing research-based conclusions that can guide message development and delivery to Idaho young adults.

One of the most important outcomes of the media ad campaign is to change smoking behavior, either in those who have been directly exposed to the ad or indirectly in interaction with those who have been exposed to the ad. In order to isolate the effects of the ESD/ITPCP media ad campaign and follow them into the lives of those within reach of the campaign, the proposed study will address and answer the following research questions:

- What associations are found between the campaign and propensity to quit or reduce smoking in the target populations?
- Has the campaign sparked conversation for the target population in Idaho?
- What ads received by the target population have been the most effective?
- What messages are the most beneficial for effecting change in smoking behavior? What works and what doesn't?
- What audience is most receptive to the current media ad campaign?

Organization of Report

The report begins with a description of the research methods, including sampling plan, questionnaire design, and procedures for data collection, preparation, and analysis. Next, the findings of the analyses are presented in the order of appearance in the questionnaire, first for the young adult survey and then followed by a section on the teen survey. The report concludes with a discussion of the results.

Methodology

Clearwater Research worked in partnership with es/drake and the IDHW Tobacco Counter Marketing Program to design the 2003 Tobacco Counter Marketing Media Campaign Evaluation. To initiate the study, CwR performed a critical review of Idaho's prior year tobacco studies, methodologies, survey instruments, and findings. CwR then designed a telephone survey instrument that built on relevant data elements of prior studies and included measures of new elements in the 2003 campaign.

Trained telephone interviewers at CwR conducted the statewide telephone survey using an in-house computer-assisted telephone interview (CATI) system. They completed 920 telephone interviews statewide, 614 from the 18- to 24-year-old population and 306 with 12- to 17-year-olds, gaining parental permission to interview those under the age of 18. CwR analysts weighted and analyzed the survey data to develop the study findings presented in this report. Three completed surveys were removed because respondents refused to answer one of the five questions required to calculate case weights for data analysis.

Planning and Design

At the start of the project, CwR staff met with project team members from ESD and the IDHW to be briefed on the details of the current media ad campaign. Topics covered included:

- Goals/objectives of current media ad campaign.
- Detailed elements of current media ad campaign (e.g., logs/schedules for running particular ads in particular Idaho media markets).
- List of available ads and rationale for choice of ads in current campaign.
- Desired modifications to the methods used in previous evaluation studies (sample design, questionnaire design, analysis, reporting formats, etc.)

CwR engaged in continuing discussions with ESD and IDHW staff to finalize the project goals and objectives, and the survey strategies (sample and questionnaire design) to accomplish the goals.

Survey Instruments

Based on experience with past CATI surveys of tobacco-related measures, CwR consulted with ESD and IDHW staff on the development of the telephone survey instruments for the 2003 Tobacco Counter Marketing Campaign Evaluation. CwR provided recommendations of measures to include based on the large bank of potential questions amassed through previous experience. These items considered covered knowledge, attitudes, and behaviors related to tobacco.

Instrument Design

For the 2003 Tobacco Counter Marketing Campaign Evaluation, CwR conducted a critical review of the survey instruments used in 2002 and identified core items that should be retained "as is" to facilitate year-to-year comparisons. In addition to items already developed from the 2002 survey, CwR developed new items that are tailored for answering the research questions for the 2003 campaign evaluation. Survey instruments used for the Behavioral Risk Factor Surveillance System (BRFSS) conducted by states for the Centers for Disease Control and Prevention, the Youth Tobacco Survey (YTS), the Youth Risk Behavior Survey (YRBS), and other pertinent studies provided ideas for items to include or keep for the 2003 questionnaire.

Some items were included to permit certain special analyses. For example, several items were included to explore the usefulness of the widely accepted Prochaska Transtheoretical model of problem behavior change for assessing whether reception of ads in the ESD/ITPCP media campaign is measurably related to the process of smoking cessation.

All items on the survey were borrowed without alteration or with minor modifications from the CATI survey instruments developed in 2002 for interviewing teens and young adults. No new wordings were developed that might require cognitive testing to ensure the accuracy of the measurement. Nevertheless, CwR critically reviewed all items on the questionnaire to ensure they did not violate the basic rules of wording and scaling (no double-barreled questions, exhaustive and mutually exclusive response categories, etc.).

Questionnaire Specifications

The questionnaire was developed to conduct the survey in English only. No cash or other incentives were offered to encourage participation in the survey. To maximize the response rate and promote data quality, the proposed questionnaire was designed to be short enough to allow an interviewer to go through the questionnaire with a respondent in the course of 14 minutes on average. The young adult interviews averaged 13 minutes, and the teen interviews averaged 13 minutes.

For the 2003 Tobacco Counter Marketing Campaign Evaluation, the questionnaire included the following major sections of items:

- Screening and respondent selection
- Demographics (including media use)
- Use of tobacco (self, family, friends)
- Stages of change and quitting
- Conversations about tobacco
- Campaign awareness (unaided recall and prompted recall of spots.)

Sampling

In keeping with the previous campaign evaluation survey, Clearwater Research obtained probability samples of the two target populations among noninstitutionalized civilian population using a 2-stage cluster sampling method. At the first stage, a set of households was selected via the telephone numbers randomly selected from the working banks in a county. At the second stage, one respondent was selected at random from the set of eligible household members. This methodology is commonly used for obtaining high quality probability samples for telephone survey projects, such as the Behavioral Risk Factor Surveillance System sponsored by the Centers for Disease Control and Prevention.

The overall statewide sample size was 917 interviews: 305 with teens ages 12–17 years and 612 with young adults between 18 and 24 years. These sample sizes yield a 95% confidence interval of ±4.0% for young adults and ±5.6% for teens around the "worst case" binomial proportion of 50% (assuming simple random sampling). These 917 interviews were distributed across Idaho in proportion to population density and provide a sufficient number of measurements in each of three media market groups for analysis.

The sample was stratified proportionately by media market. The campaign is conducted in 6 media markets (based in Spokane, Boise, and Twin Falls, Pocatello, Idaho Falls, and Salt Lake City). In consultation with ESD and IDHW staff, CwR determined that stratifying the sample into three media market areas would provide the most efficient sampling strategy for statewide estimates given the sample size. Table 1 shows the stratification of the young adult sample, and Table 2 gives the stratification of the teen sample.

Table 1: Sample Stratification for Young Adult Sample

Market Stratum	Media Market	County		Sampled Young Adults	% of sample	% of young adult pop.
1 Northern Idaho	Panhandle	Benewah Bonner Boundary	Kootenai Shoshone	199	32.5	20.2
	North Central	Clearwater Idaho Latah	Lewis Nez Perce			
2 Southwestern Idaho	Boise	Ada Adams Boise Camas Canyon Elmore	Gem Owyhee Payette Valley Washington	204	33.3	39.1
3 Southeastern Idaho	Twin Falls	Blaine Cassia Gooding Jerome	Lincoln Minidoka Twin Falls	209	34.2	40.6
	Pocatello/Idaho Falls	Bannock Bingham Bonneville Butte Caribou Clark Custer	Fremont Jefferson Lemhi Madison Power Teton			
	Salt Lake City	Bear Lake Franklin	Oneida			
Total				612	100.0	100.0

The proportions of young adults across the market strata in the achieved sample reflect very closely the proportions of young adults in the market area populations.

Overall, the statewide sample size of 612 young adults achieves a maximum 95% confidence interval of ±4.0% for binomial proportions (such as “yes”/”no” items), assuming a simple random sample. The 95% confidence intervals for such estimates at the stratum (market area) level are ±6.9%, ±6.9%, and ±6.8%, respectively, for Markets 1, 2, and 3.

Table 2: Sample Stratification for Teen Sample

Market Stratum	Media Market	County		Sampled Teens	% of sample	% of teen pop.
1 Northern Idaho	Panhandle	Benewah Bonner Boundary	Kootenai Shoshone	100	32.8	19.9
	North Central	Clearwater Idaho Latah	Lewis Nez Perce			
2 Southwestern Idaho	Boise	Ada Adams Boise Camas Canyon Elmore	Gem Owyhee Payette Valley Washington	103	33.8	39.0
3 Southeastern Idaho	Twin Falls	Blaine Cassia Gooding Jerome	Lincoln Minidoka Twin Falls	102	33.4	41.2
	Pocatello/Idaho Falls	Bannock Bingham Bonneville Butte Caribou Clark Custer	Fremont Jefferson Lemhi Madison Power Teton			
	Salt Lake City	Bear Lake Franklin	Oneida			
Total				305	100.0	100.0

The proportions of teens across the market strata in the achieved sample reflect very closely the proportions of teens in the market area populations.

Overall, the statewide sample size of 305 teens achieves a maximum 95% confidence interval of ±5.6% for binomial proportions (such as “yes”/”no” items), assuming a simple random sample. The 95% confidence intervals for such estimates at the stratum (market area) level are ±9.8%, ±9.7%, and ±9.7%, respectively, for Markets 1, 2, and 3.

Sample Design

CwR recommended a probability sample for the 2003 Tobacco Counter Marketing Campaign Evaluation to maximize the ability to claim that the survey results are representative of the respective populations in Idaho. The sample was selected using a list-assisted random-digit-dialing (RDD) method. Telephone interviewers attempted and fully processed all numbers in the RDD sample according to a specific protocol, thus maintaining the probability nature of the sample.

Because different numbers of teens and young adults were to be sampled, two separate RDD sample frames were developed. These two lists of RDD numbers were unduplicated against one another (with duplicates randomly assigned to one or the

other list) to minimize the likelihood that the same household would be contacted for both samples. Once an interviewer reached a household and elicited cooperation to participate in the survey, they asked a series of screening questions to determine the number of teens/young adults living in the household. If a household had no members of the target group, that sample record was marked as an ineligible household. If the target population was represented in the household, the CATI programming randomly selected one out of the total number of eligible members of the population to participate in the survey using an equal probability method.

The CATI programming kept track of the probabilities of being selected based on the number of members of the target population living in an eligible household. In addition, the interviewer asked about the number of voice telephone lines that ring at the household. This information about probability of selection was used to create case weights as part of the data preparation process. These weights are essential for the correct analysis of the survey data.

Sample Production and Processing

CwR used several techniques for designing and processing the sampled telephone numbers in order to produce the highest quality probability sample and data set in the most cost-efficient manner.

The sample design for the 2003 Tobacco Counter Marketing Campaign Evaluation employed a list-assisted random digit dialing (RDD) sample methodology using a truncated telephone number frame based on *working banks*. A *bank* is defined here as a series of 100 telephone numbers specified by a 3-digit area code, a 3-digit exchange, and the first 2 digits or a 4-digit telephone line number, ranging from *XXX-XXX-XX00* to *XXX-XXX-XX99*. A *working bank* is defined here as a series of 100 telephone numbers from *XXX-XXX-XX00* to *XXX-XXX-XX99*, at least one of which is listed in an up-to-date telephone directory as reaching a household. The remaining banks of telephone numbers (those for which no listed household telephone number can be found) are called *zero banks*. The sample design did not include zero banks. This represents a slight decrease in sample coverage of households with telephones and thus increase the risk of bias associated with coverage error. However, compared with a full frame design, this design provides a significant increase in sample efficiency, keeping data collection costs manageable.

As an additional efficiency measure, CwR employed a service that marked identifiable business and nonworking numbers in the sampled telephone numbers before the data collection begins. Between 40% and 50% of the sample is typically identified. For Media Markets 1 through 3 for the young adult sample, the percentages of numbers identified as nonresidential were 41.0%, 41.8%, and 48.2%, respectively. For Media Markets 1 through 3 for the teen sample, the percentages of numbers identified as nonresidential were 40.0%, 42.2%, and 48.6%, respectively. These records were sequestered during the data collection process and were assigned appropriate final disposition codes at the end of each data collection field period.

During the field period, replicates of the sample records not identified as nonresidential were loaded into the CwR CATI system and distributed to interviewers for calling according to the probability sample protocol. Only enough replicates were loaded over the course of the field period to achieve the desired number of interviews. Interviewers resolved each sample record loaded into CATI. A sample record was resolved by calling it until a final disposition code had been assigned or until the maximum number of call attempts (10) had been made during the period.

Data Collection

Clearwater Research collected data for the 2003 Tobacco Counter Marketing Campaign Evaluation from the RDD sample in a field period running from June 5 through August 3, 2003.

Clearwater Research collected the data for the 2003 Tobacco Counter Marketing Campaign Evaluation using a 100-station computer-assisted telephone interviewing (CATI) system. The survey questionnaire was programmed for use with the CATI system so it would lead the interviewer question by question in proper sequence and skip patterns. CATI allows interviewers to see and record responses to questions on a computer screen, leading to an easy, comfortable method of interviewing. The software managed the telephone calling, controlled distribution of sample records to interviewers, consolidated the collected data, and tracked interviewer activity and productivity. Experienced interviewers were thoroughly briefed prior to data collection and rehearsed the questionnaire before conducting actual interviews.

Processing an RDD sample in a way that preserved its probability nature (which allows credible statements to be made about the target populations) involved rigorous interviewer training, experienced interviewers, and careful adherence to calling protocols. These efforts addressed the problem of nonresponse bias, which is a threat to the accuracy of the survey results. Through extensive, evenly applied efforts to make voice contact with sampled households, and once contacted, through the interviewers' politely persistent persuasion techniques to elicit participation in the study, nonresponse bias was minimized.

CwR set the minimum number of call attempts to each sample record at 10 attempts. We estimated that, considering the total number of reachable households as the number reached making a minimum of 15 attempts (a very robust standard), about 95% of those households would be reached with a minimum of 10 attempts.
This represents a reduction in coverage bias compared to the 2002 Media Campaign Evaluation, for which only eight attempts were made for each sample record. We estimate that the 2002 Survey sample consisted of only about 90% of the available households in the RDD sample.

Pilot Test

The first few days of the field period were dedicated to a pilot test with actual sample records. Interviewers conducted full-length interviews with qualified respondents to test

the data collection procedure, interviewer training, and instrument programming. Before the pilot test, interviewers were thoroughly briefed on the job specifications, and the rehearsed the questionnaire before conducting actual interviews. The project director, research analyst, and data collection supervisor monitored interviewers to ascertain the understandability of the questionnaire and ensure the consistency of the interview delivery. Interviewers were debriefed after the first night of data collection to gain further insight about the structure, organization, and operation of the survey instrument (e.g., instructions were easy to follow, items were clear and unambiguous).

Approximately 30 interviews were collected during the first two evenings of data collection (June 5 and 8, 2002). The data collected from this pilot test were exported from the CATI system and imported into SPSS (a statistical data analysis program). CwR analysts computed and reviewed frequency tables for each item on the questionnaire to verify the correctness of the questionnaire programming and the accuracy of data entry for open-ended responses. Minor modifications were made to the CATI programming to ensure continued efficient and accurate data collection.

Response Rates

CwR used several techniques for processing the sampled telephone numbers in order to yield the highest quality probability sample and data set by minimizing the risk of nonresponse bias. Nonresponse bias can occur when interviews are not completed with sampled eligible households because of refusal to participate or because of the inability to contact someone at the eligible household.

To minimize refusals to participate, CwR designed a questionnaire that took only as much time as was required to collect the data essential for the evaluation analyses. In addition, persuasive statements encouraging participation were built into the introductory scripts used by an interviewer upon contacting a household. Finally, interviewers were provided with fallback statements on a “frequently asked question” (FAQ) sheet developed by senior CwR project staff in consultation with ESD and IDHW staff. Interviewers were trained to use the information in these statements in an ad-lib fashion as part of “politely persistent persuasion” to gain trust and engage the potential respondent in the survey process.

Other techniques were used to maximize the likelihood of contacting someone at each sampled household. When necessary, interviewers left voice mail messages briefly describing the study’s purpose and asking respondents to call a special phone number at CwR to schedule a convenient time to take the survey. The complete script of the voice message is provided in the text of the questionnaire instrument in Appendix A. At the callback, Clearwater Research conducted the interview or rescheduled another callback time.

Each telephone record was attempted primarily during evening and weekend hours, although some calls were made during the weekday if no contact was made at other times. Each telephone record was called up to 10 times, stopping at an earlier attempt only when it was a final disposition (such as a completed interview). A single refusal

conversion attempt was made with respondents who refused to complete the telephone interview. These respondents were contacted several days following the refusal to complete the interview. If a teen respondent refused, no further attempts were made.

Table 3 presents final call dispositions for combined sample strata for both the young adults and teens. The final call dispositions were derived from the sequence of interim attempt dispositions in each sample record's call history. A complete listing of the algorithms used to assign the final disposition codes is provided in Appendix B.

Table 3: Final Disposition Code and Distribution

		Young Adults		Teens	
Code	**Final Disposition**	**Frequency**	**Percent**	**Frequency**	**Percent**
1	Complete	614	1.9	306	2.3
2	Refusal: Eligible	150	0.5	96	0.8
3	Refusal: Unknown Eligibility	1,837	5.9	855	6.5
4	Termination in Questionnaire	9	0.0	9	0.1
5	Technological Barrier	51	0.2	33	0.2
6	Language/Communication Barrier	137	0.4	65	0.5
7	Household Not Qualified	6,361	20.3	2,566	19.4
8	Not a Private Residence	5,100	16.3	2,090	15.8
9	Disconnect/ Nonworking	14,560	46.4	6,164	46.6
10	Final No Answer	2,071	6.6	850	6.4
11	HH Eligible (Unable to Complete)	219	0.7	83	0.6
12	HH Eligibility Unknown	244	0.8	121	0.9
	Total	**31,353**	**100.0**	**13,238**	**100.0**

The response rate is an indicator of sample quality that measures the relative success with which households sampled for the survey actually participated. For RDD samples, this is typically calculated as the percentage of households assumed to be reachable via the sampled telephone numbers that completed interviews during the field period. The higher the response rate, the lower the potential will be for nonresponse bias in the data and the results of the analysis.

To calculate response rates, we follow the model developed by the Council of American Survey Research Organizations (CASRO). For the 2003 Tobacco Counter Marketing Campaign Evaluation, the response rate is 53.4% for the Young Adult survey and 53.1% for the Teen survey. The interim disposition list and the formulas used for computing these response rates are provided in Appendix B.

Data Preparation

After the end of the field period, CwR analysts followed a comprehensive routine of data preparation before analysis. First, the data were converted from the CATI database and formatted for review in SPSS, a statistical analysis software package. Next, the survey variables and response categories were labeled. Additional variables were created for the analysis as needed. In addition, open-ended responses were examined, cleaned for

overall comprehension, and coded into existing categories if needed. (The open-ended responses are given in Appendix C for young adults and Appendix D for teens). Finally, the individual cases (interviews) were weighted so the survey results would give the most accurate picture of the two target populations in Idaho.

Coding

After data collection was completed, any interviewer errors documented by data collection staff were corrected directly in the CATI database. The data were then exported from the CATI system into an SPSS format for cleaning, editing, and labeling.

Clearwater Research has developed a standard set of procedures to prepare data for review and analysis. First, each variable was provided a unique label matching the CATI question number from the survey instrument. Multiple response questions received additional subscripting to ensure that each variable label was unique. Next, each raw, labeled variable was recoded into a new variable to remove nonresponsive answers (e.g., Don't Know, Refused). These recoded variables were designated using an alphabetical subscript that identifies the resultant measurement scale. A complete listing of these recode subscripts is provided in Table 4.

Table 4: Examples of Variable Subscript Labels

Label	Meaning
M	A variable which has been coded for interval level analysis. Answers such as "Don't know," "Refused," and "No answer" recoded as system missing (e.g., Q005M).
D	A variable which has been coded for use as a dichotomous (two-category) variable. Answers such as "Don't know," "Refused," and "No answer" recoded as system missing (e.g., Q005D).
T	A variable which has been coded for use as a trichotomous (three-category) variable. Answers such as "Don't know," "Refused," and "No answer" recoded as system missing (e.g., Q005T).
C	A scaled or categorical variable which has been recoded into more than three categories. Answers such as "Don't know," "Refused," and "No answer" recoded as system missing (e.g., Q005C).
A	A code for an open-ended response that has been coded into multiple categories. Answers such as "Don't know," "Refused," and "No answer" recoded as system missing.

In a separate process, open-ended questions were exported from the CATI system, and edited, cleaned, and coded in a separate electronic database.

Weighting

Weighting is a simple statistical adjustment (a multiplier) for each survey respondent in the data set. The purpose for weighting is usually to correct for bias in the unweighted survey results that can occur as a result of sample design or variations in patterns of response.

The database for the analysis was organized so that each case represented data from a single interview with a respondent. The cases were then weighted to account for the sample design, probabilities of selection that varied from household to household, and nonsampling error that might arise from nonresponse and noncoverage of households without telephones.

In the first step, a probability-of-selection weighting factor was calculated that included the different sampling fractions used to select random telephone numbers from the sample frame of each market area stratum, the number of eligible respondents in the household, and the number of residential telephone lines that served the household. In the second step, a poststratification factor was calculated to bring the proportions of age and sex in each sample stratum in line with those in the target populations in Idaho.

Two weights were produced in these calculations. The first weight is called the *relative* weight, which sums to the sample size and may be used with standard statistical software (such as SPSS) to calculate point estimates of population characteristics and approximate variance estimates for statistical tests. The second weight is called the expansion weight, which sums to the population size and must be used with specialized statistical software (such as SUDAAN) to calculate exact variance estimates.

Data Analysis

The analysis plan consisted of two major phases. First, an initial analysis of the distributions of individual items and of bivariate associations among demographic and substantive items was conducted. From the preliminary analysis, additional research questions of expanded scope and complexity were generated.

Clearwater Research used SPSS with relative case weights for the first pass through the data analysis. SUDAAN was used to compare the difference between the variance estimates assuming simple random sampling (the SPSS results) and the same estimates accounting for the complex sample design (regional stratification). This difference is called the “design effect” of the sample. SUDAAN analyses showed the design effect to be very small, so the results of the SPSS analyses were considered accurate enough for presentation in this report.

The initial analyses involved frequency tables and descriptive statistics (e.g., mean, standard deviation) to examine and characterize the distribution of responses for each variable. The next step in the analysis examined the pattern of relations between variables to identify meaningful similarities and dissimilarities among the data. These analyses employed correlation coefficients to determine the direction and strength of associations among sets of variables. Chi-square tests, t-tests, and ANOVA statistics were used to explore differences in response patterns and outcomes across salient demographic and geographic variables.

The analysis plan addressed the research questions posed at the outset of this proposal. The plan included:

- For each target population separately, we used basic descriptive statistical analysis to describe the results of the individual items in detail. Depending on the variables in question, this included frequency tables, percentages, means, standard errors, and confidence intervals. This analysis addressed the questions of overall brand identification, ad awareness, and conversations about the ads, etc.

- Demographic breakouts (by age and sex within target populations) of the individual survey items were examined using bivariate statistical analysis. Various bivariate tests were used as appropriate for the measurement scales of the items. These included correlation coefficients, t-tests, chi-square tests, and analysis of variance. This analysis looked for patterns of difference in response to the tested ads and could give direction to decisions about what worked and what did not work for which population or subgroup.

- Bivariate analysis assessed whether media behavior and exposure to the media campaign ads are associated with the Prochaska model stages as well as with other outcomes, such as awareness and recall of the ads and the messages they intended to convey.

Findings for Young Adult Survey

The results for each question are presented on separate pages. One geographic variable (media market area) and seven demographic variables (age, sex, race/ethnicity, education level, annual income, student status, and whether the respondent lived with his or her parents) were selected to test for differences between the response categories for each question.

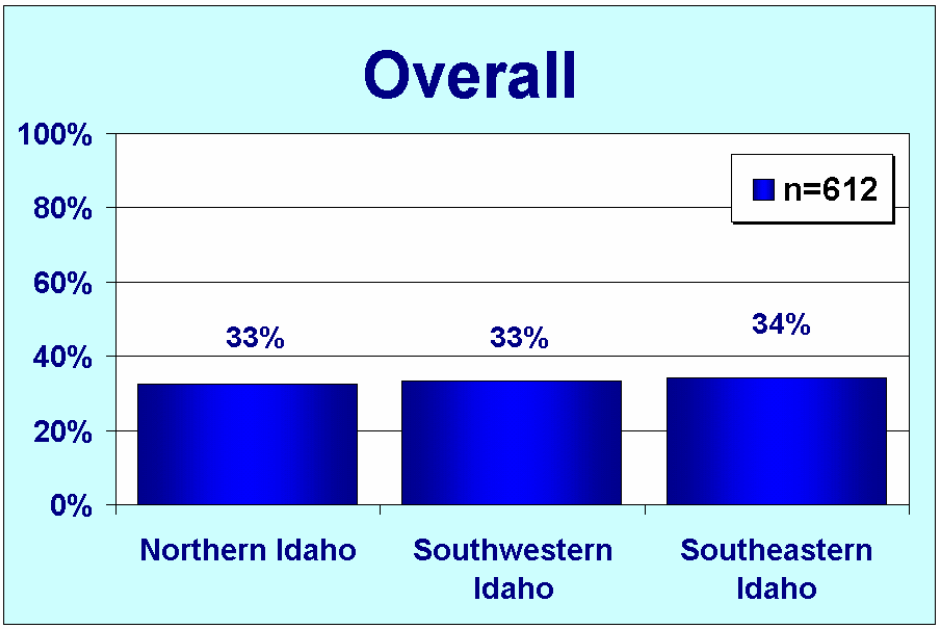
Demographic Variables

Demographic variables include the media market area, age, sex, race/ethnicity, live with parents, marital status, student status, education level, and annual income.

Media Market Area

In the sample design, a 3-way grouping of Idaho media markets was used for stratification as shown on page 3. This ensured that a minimum number of young adults would be available for analysis in each stratum. After weighting, the distribution of sampled young adults by media markets reflected the distribution of the population of young adults in Idaho, because media market was used as a poststratification factor. The distribution of young adults by media market area is shown in Figure 1.

Figure 1: Media Market Area (Young Adults)

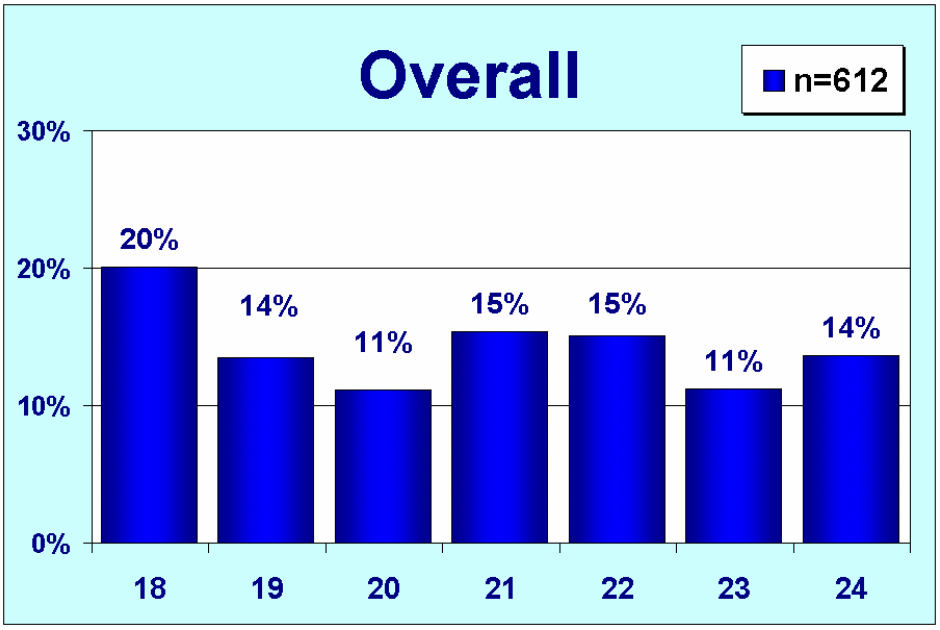


Market3
Base: All respondents

Age

The young adult was asked his/her age during the survey. Like media market area, age was used as a poststratification variable. The distribution of age in the weighted sample is shown in Figure 2. Most analyses of difference use age groups. That is, 18–20 and 21–24 are grouped to ensure a sufficient numbers of cases.

Figure 2: Age (Young Adults)

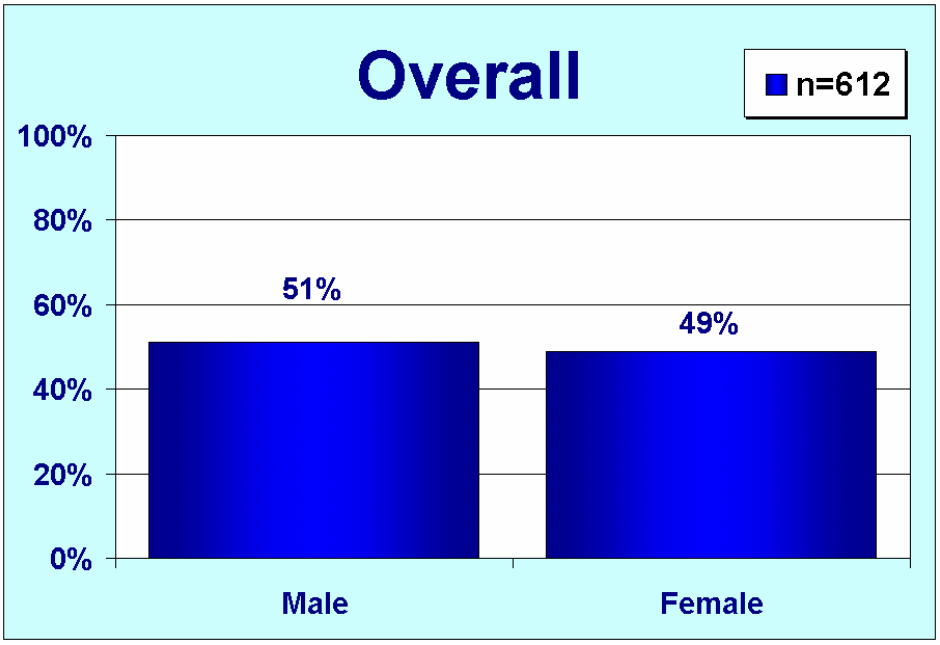


AGE_Y: What is your current age?
Base: All respondents

Sex

The sex of the respondent was used as a poststratification factor, so the sample distribution reflects that in the young adult population, as shown in Figure 3.

Figure 3: Sex (Young Adults)



SEX_Y: Are you male or female?
Base: All respondents

Race/Ethnicity

Respondents were asked which of a list of race and ethnicity labels they thought best described them. The distribution of race/ethnicity in the sample is shown in Table 5.

Table 5: Race/Ethnicity

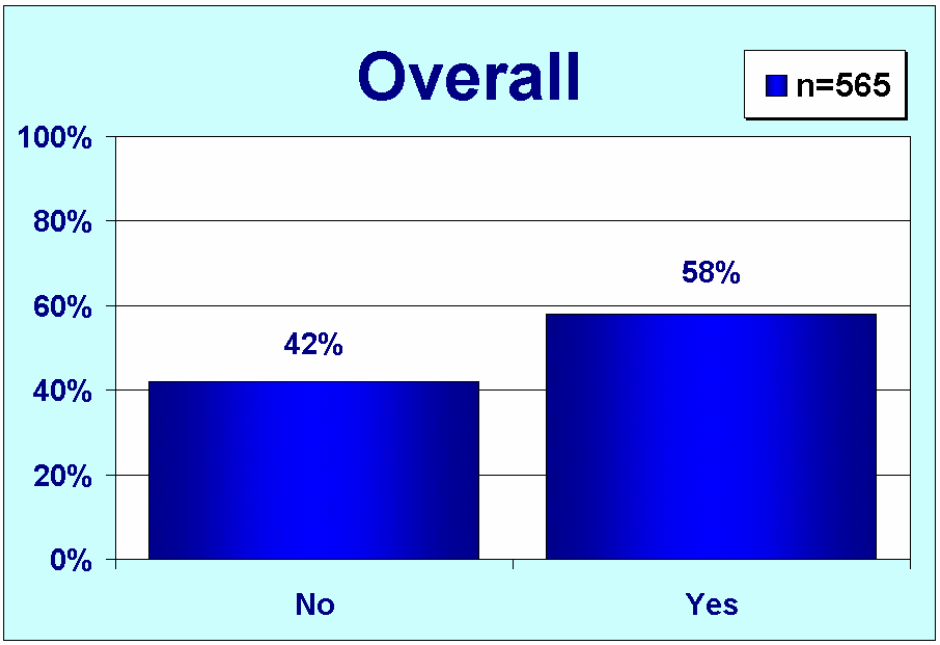
	Frequency	Percent
American Indian or Alaskan Native	13	2.1
Asian or Pacific Islander	6	0.9
Black or African-American	2	0.3
Hispanic or Latin American	43	7.1
White or Caucasian	530	86.9
Other	16	2.7
Total	610	100.0

RACETHN: Which racial or ethnic background best describes you?
Base: All respondents

Living with Parents

Respondents were asked whether they are currently living with their parents or not. Figure 4 shows that 58% of young adults in households with more than one adult live with their parents.

Figure 4: Live with Parents



LIVWPAR: Do you live with your parents right now?
Base: Respondents with more than 1 adult in the household

Marital Status

Respondents were asked their marital status. Results of this item are shown below in Table 6.

Table 6: Marital Status

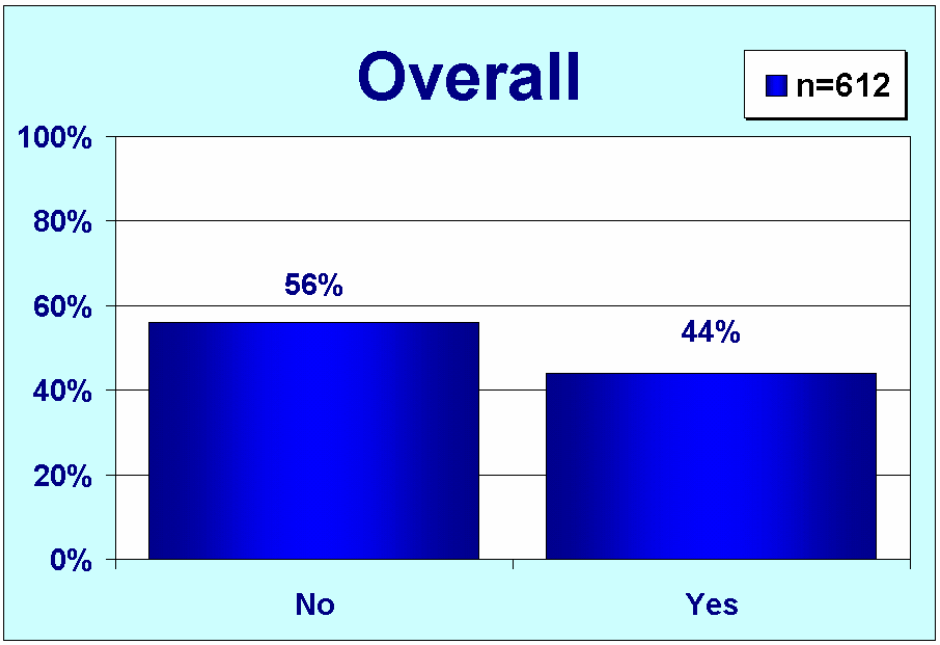
	Frequency	Percent
Married	141	23.1
Living in an unmarried relationship	48	7.9
Married, not living with your spouse	8	1.4
Divorced	10	1.7
Widowed	2	0.4
Single, never married	402	65.6
Total	612	100.0

MARITAL: Which of the following best describes your current marital status?
Base: All respondents

Student Status

Respondents were asked whether they were currently a student or not. As shown in Figure 5, 44% of young adults were currently a student as of the date they were interviewed for the study.

Figure 5: Student Status



STUDENT: Are you currently a student?
Base: All respondents

Educational Attainment

Education level was not used as a poststratification variable, so the distribution of grade in the weighted sample is mainly a reflection of the weighted distribution of age. Education level is shown in Table 7. For some analyses, levels are grouped to ensure a sufficient number of cases.

Table 7: Education Level

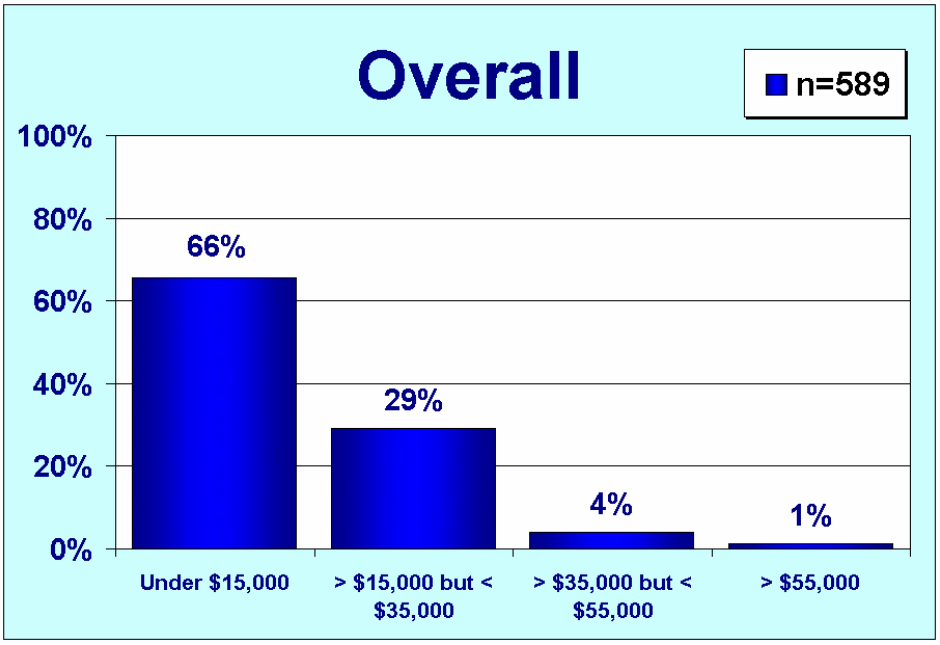
	Frequency	Percent
Grades 1 through 8	5	0.9
Grades 9 through 11	42	6.9
Grade 12 or GED	275	44.9
College 1 to 3 years	212	34.7
Completion of a 2-year degree	22	3.7
College 4 years or more	50	8.2
Graduate school	4	0.7
Total	611	100.0

EDUC_Y: What is the highest grade or year of school you have completed?
Base: All respondents

Personal Income

Respondents were asked to indicate what their own personal annual income was last year. The distribution of income is shown in Figure 6.

Figure 6: Annual Income



INCOME: Considering only your own personal income, which of the following ranges best describes your total income last year?
Base: All respondents

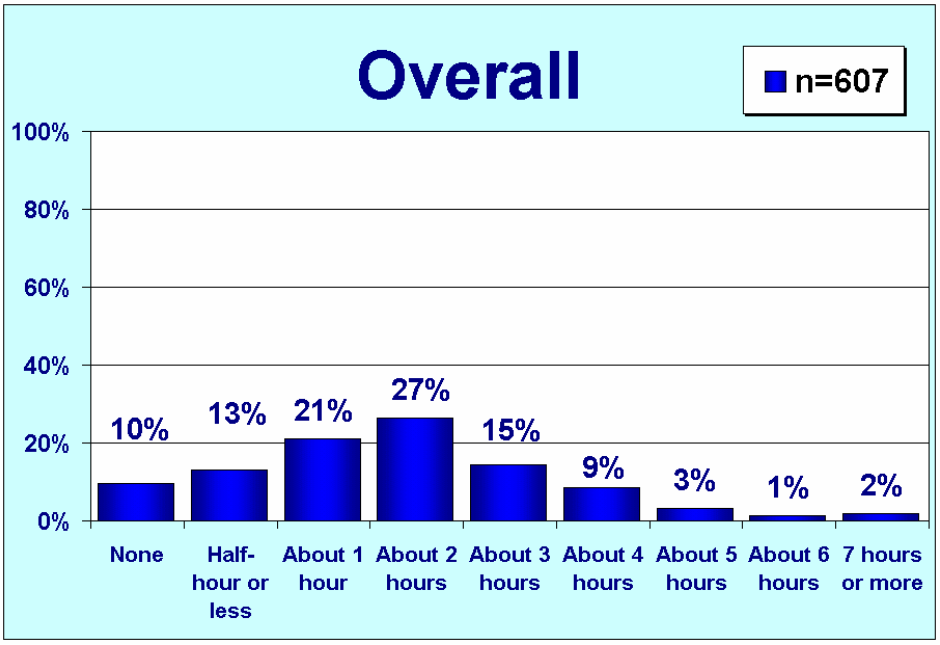
Media Behavior

The questionnaire included four questions to measure each respondent's media behavior (radio, television, Internet, and newspaper). These items were asked to collect important data for the analysis of media ad consumption.

Television Consumption

Interviewers asked young adults how many hours of television they watch per day. The distribution of time spent watching TV is show in Figure 7. For some analyses, the obtained frequency distribution of Q005 was recoded into three response categories: *Light* media use (0 to 1 hours), *Moderate* media use (2 to 3 hours), and *Heavy* media use (4 or more hours).

Figure 7: Hours per Day Watching Television



Q005: On average, how many hours per day do you watch television?
Base: All respondents

Demographic Differences ($p < .05$)

- Males were more likely than expected to indicate *Light* television media use (55%) compared to females (36%) [χ^2 (2) = 19.95, $p < .05$].

- Respondents with at most a high school diploma were more likely than expected to indicate *Heavy* television media use (18%) compared to respondents with at least some college (10%) [χ^2 (2) = 9.77, $p < .05$].

- Respondents who self-identified themselves as *Other than white* were more likely than expected to indicate *Heavy* television media use (27%) compared to respondents who identified themselves as *White* (12%) [χ^2 (2) = 22.90, $p < .05$].

- Respondents who identified themselves as nonstudents were more likely than expected to indicate *Heavy* television media use (20%) compared to respondents who identified themselves as students (8%) [χ^2 (2) = 27.20, $p < .05$].

- No systematic relation was obtained between Q005 and media market [χ^2 (4) = 6.04, $p > .05$], respondents' age [χ^2 (2) = 0.16, $p > .05$], income [χ^2 (2) = 2.48, $p > .05$], and whether or not the respondent lived with his or her parents [χ^2 (2) = 4.01, $p > .05$].

Outcome Differences ($p < .05$)

- Respondents who indicated that they had not seen any antitobacco television advertisement were more likely than expected to indicate *Light* television media use (70%) compared to respondents who had seen an antitobacco television ad (42%) [χ^2 (2) = 18.26, $p < .05$].

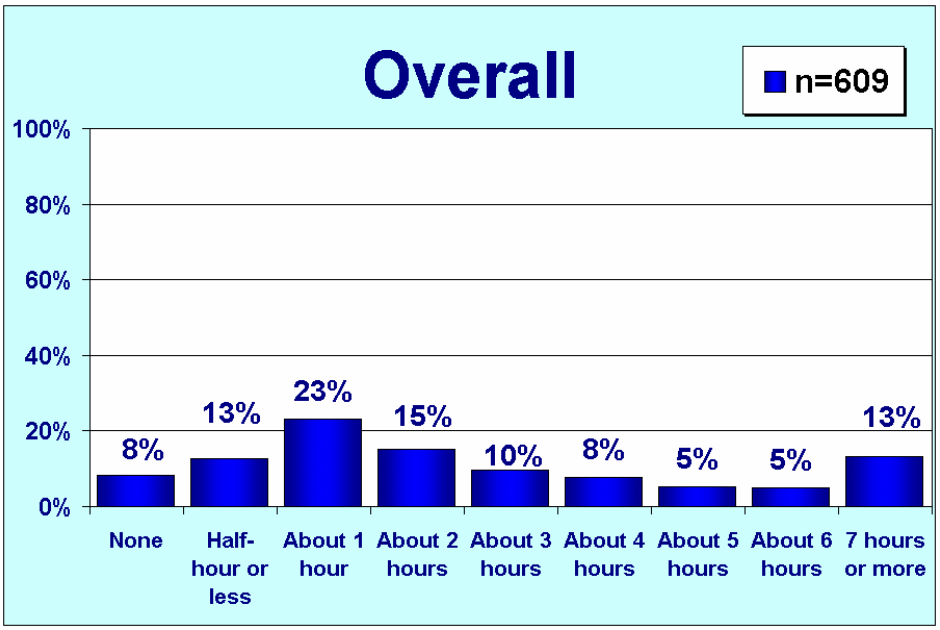
- Compared to other smoking statuses, respondents who were categorized as *Current frequent* smokers were more likely than expected to indicate *Heavy* television media use (24%) [χ^2 (8) = 19.56, $p < .05$].

- No systematic relation was obtained between Q005 and whether or not the respondent recalled seeing an ESD antitobacco television advertisement [χ^2 (4) = .36, $p > .05$] and Prochaska's stages of change [χ^2 (8) = 11.47, $p > .05$].

Radio Consumption

Interviewers asked respondents how many hours of radio they listen to per day. The distribution of time spent listening to the radio is shown in Figure 8. For some analyses, the obtained frequency distribution of Q010 was recoded into three response categories: *Light* media use (0 to 1 hours), *Moderate* media use (2 to 3 hours), and *Heavy* media use (4 or more hours).

Figure 8: Hours per Day Listening to Radio



Q010: On average, how many hours per day do you listen to the radio?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents who were ages *21–24* were more likely than expected to indicate *Moderate* radio media use (30%) compared to respondents ages *18–20* (20%) [χ^2 (2) = 7.88, $p < .05$].

- Respondents who identified themselves as nonstudents were more likely than expected to indicate *Heavy* radio media use (20%) compared to respondents who identified themselves as students (8%) [χ^2 (2) = 27.20, $p < .05$].

- No systematic relation was obtained between Q010 and media market [χ^2 (4) = 5.51, $p > .05$], respondents' gender [χ^2 (2) = 4.65, $p > .05$], educational attainment [χ^2 (2) = 4.63, $p > .05$], race [χ^2 (2) = 3.14, $p > .05$], income [χ^2 (2) = 2.48, $p > .05$], student status [χ^2 (2) = 1.28, $p > .05$], and whether or not the respondent lived with his or her parents [χ^2 (2) = 1.70, $p > .05$].

Outcome Differences

- Respondents who indicated that they had not heard any antitobacco radio advertisement were more likely than expected to indicate *Light* radio media use (55%) compared to respondents who had seen an antitobacco radio ad (40%) [χ^2 (2) = 7.36, $p < .05$].

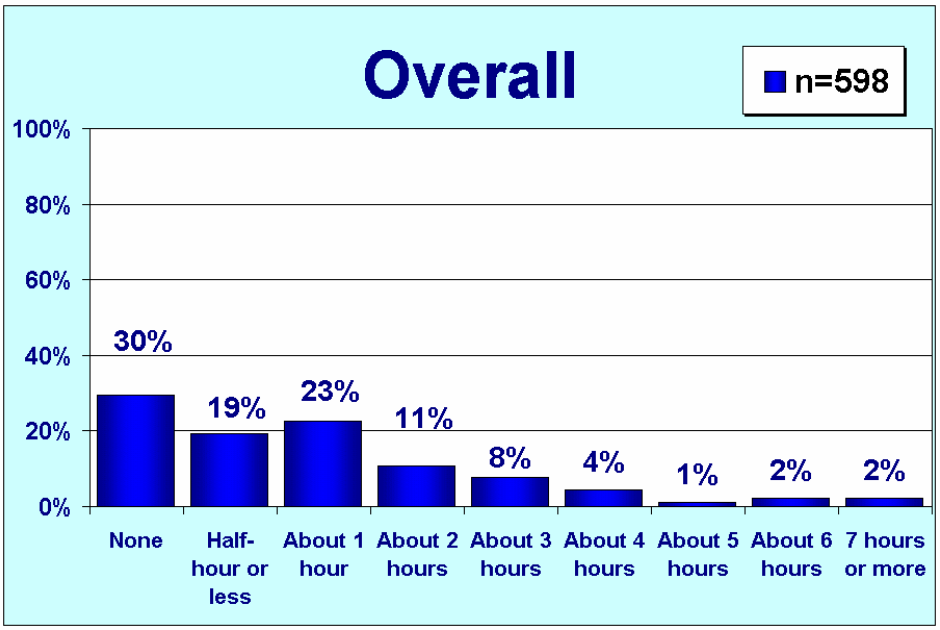
- Respondents who were categorized as *Current frequent* smokers were more likely than expected to indicate *Heavy* radio media use (48%) compared to other smoker types [χ^2 (8) = 23.17, $p < .05$].

- No systematic relation was obtained between Q010 and whether or not the respondent recalled seeing an ESD antitobacco radio advertisement [χ^2 (4) = 1.89, $p > .05$]. Although a systematic relation was obtained between radio consumption and Prochaska's stages of change [χ^2 (8) = 29.61, $p < .05$], too many of the cells in the crosstabulation were below the minimum expected count to interpret these results.

Internet Usage

Interviewers asked respondents to indicate how many hours they use the Internet per day. The distribution of time spent using the Internet is shown in Figure 9. For some analyses, the obtained frequency distribution of Q015 was recoded into three response categories: *Light* media use (0 to ½ hour), *Moderate* media use (1 hour), and *Heavy* media use (2 or more hours).

Figure 9: Hours per Day Using Internet



Q015: On average, how many hours per day do you use the Internet?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents with at most a high school diploma were more likely than expected to indicate *Light* Internet media use (57%) compared to respondents with at least some college (41%) [χ^2 (2) = 14.99, $p < .05$].

- Respondents who identified themselves as nonstudents were more likely than expected to indicate *Light* Internet media use (57%) compared to respondents who identified themselves as students (40%) [χ^2 (2) = 16.28, $p < .05$].

- No systematic relation was obtained between Q015 and media market [χ^2 (4) = 5.25, $p > .05$], respondents' age [χ^2 (2) = 2.26, $p > .05$], gender [χ^2 (2) = 2.23, $p > .05$], race [χ^2 (2) = 3.31, $p > .05$], income [χ^2 (2) = 1.61, $p > .05$], and whether or not the respondent lived with his or her parents [χ^2 (2) = 2.19, $p > .05$].

Outcome Differences ($p < .05$)

- No systematic relation was obtained between Q015 and whether a respondent who indicated that he or she had seen any antitobacco advertisement [χ^2 (2) = 0.05, $p > .05$].

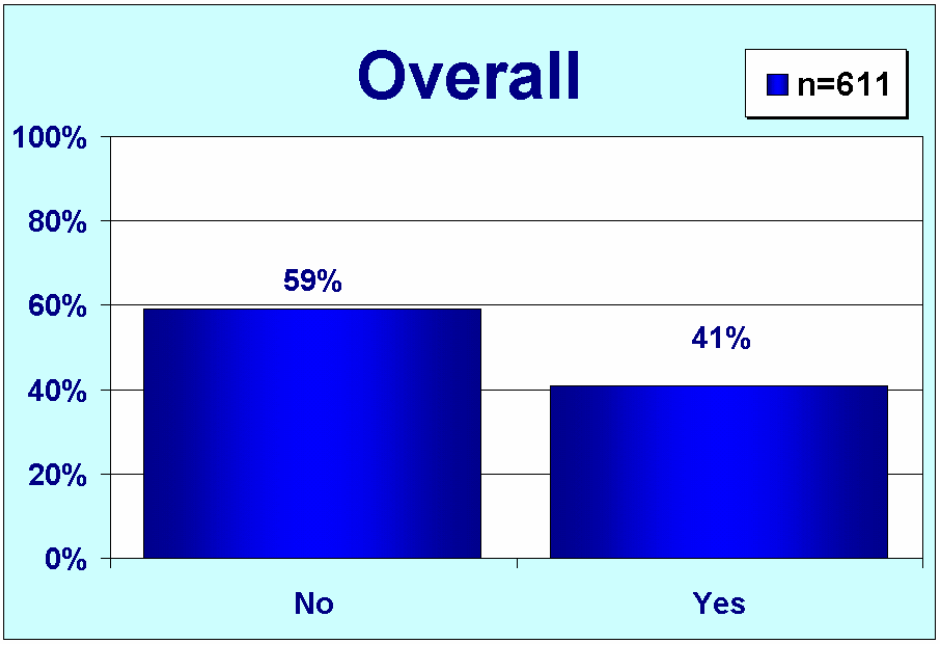
- No systematic relation was obtained between Q015 and respondent's current smoking status [χ^2 (8) = 12.70, $p > .05$].

- No systematic relation was obtained between Q015 and Prochaska's stages of change [χ^2 (8) = 6.22, $p > .05$].

Campus or Alternative Newspaper

Interviewers asked respondents whether they have read a campus or alternative newspaper in the past month. The results can be found in Figure 10.

Figure 10: Read Campus or Alternative Newspaper



Q020: In the past month, have you read a campus or alternative newspaper?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents with some college experience were more likely than expected to have read a campus of alternative newspaper (50%) compared to respondents with at most a high school diploma (33%) [χ^2 (1) = 15.27, $p < .05$].

- Respondents who identified themselves as students were more likely than expected have read a campus of alternative newspaper (54%) compared to respondents who identified themselves as nonstudents (31%) [χ^2 (1) = 30.78, $p < .05$].

- No systematic relation was obtained between Q020 and media market [χ^2 (2) = 0.80, $p > .05$], respondents' age [χ^2 (1) = 0.19, $p > .05$], gender [χ^2 (1) = 1.50, $p > .05$], race [χ^2 (1) = 0.27, $p > .05$], income [χ^2 (1) = 1.86, $p > .05$], and whether or not the respondent lived with his or her parents [χ^2 (1) = 1.28, $p > .05$].

Outcome Differences ($p < .05$)

- No systematic relation was obtained between Q020 and whether a respondent who indicated that he or she had seen any antitobacco advertisement [χ^2 (1) = 0.03, $p > .05$].

- Respondents who indicated that they had seen an antitobacco newspaper advertisement were more likely than expected to have read a campus or alternative newspaper (53%) compared to respondents who had not seen an antitobacco newspaper ad (37%) [χ^2 (1) = 9.71, $p < .05$]. Moreover, respondents who recalled an ESD newspaper ad unaided were more likely than expected to have read a campus or alternative newspaper (73%) compared to respondents who did not recall an ESD newspaper ad (40%) [χ^2 (1) = 4.87, $p < .05$].

- No systematic relation was obtained between Q020 and respondent's current smoking status [χ^2 (4) = 3.90, $p > .05$].

- No systematic relation was obtained between Q020 and Prochaska's stages of change [χ^2 (4) = 2.38, $p > .05$].

Change from 2002

- In the 2003 study, a smaller percentage of young adults said they had read a campus or alternative newspaper in the month preceding the survey interview than did those in 2002 (41% and 56%, respectively) [χ^2 (1) = 38.50, $p < .05$]. This is likely due to the different times of year when the data were collected: late March through late May (spring) in 2002 and early June through early August (summer) in 2003.

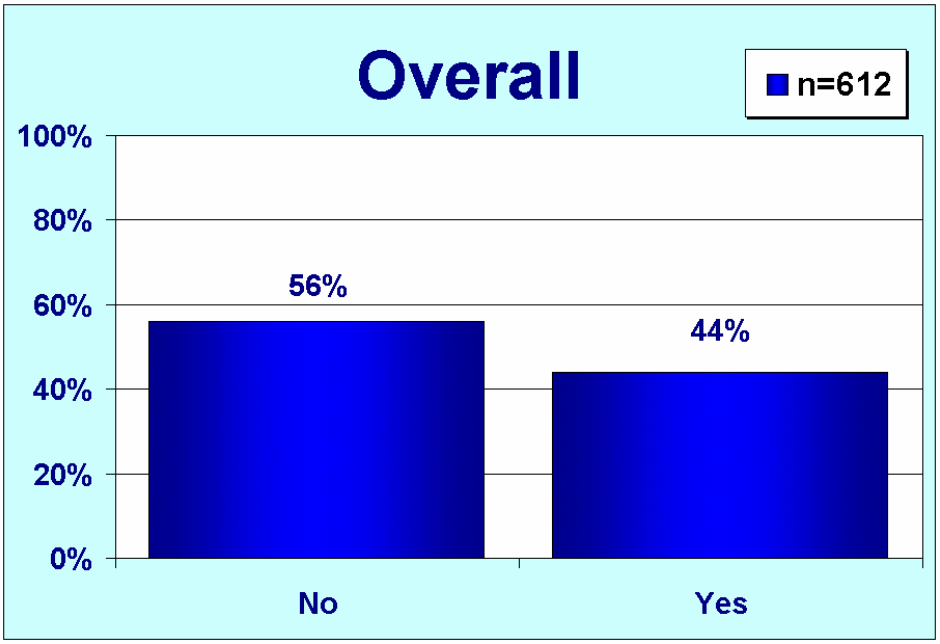
Tobacco-Related Behavior

Following the demographic and media-related behavior sections, the next major section covered in the Young Adult questionnaire is tobacco-related behavior.

Smoked Whole Cigarette

All respondents were asked to indicate whether they had ever smoked a whole cigarette. The responses to this item are shown in Figure 11.

Figure 11: Ever Smoked Whole Cigarette



Q025: Have you ever smoke a whole cigarette?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents ages *21-24* were more likely than expected to have smoked a whole cigarette (48%) compared to respondents ages *18–20* (30%) [χ^2 (1) = 8.56, $p < .05$].

- Respondents with at most a high school diploma were more likely than expected to have smoked a whole cigarette (48%) compared to respondents with at least some college (37%) [χ^2 (1) = 6.49, $p < .05$].

- Respondents that reported their annual income at *$15K or more* were more likely than expected to have smoked a whole cigarette (49%) compared to respondents who reported their annual income as *Less than $15K* (38%) [$\chi^2$ (1) = 6.10, $p < .05$].

- Respondents who identified themselves as nonstudents were more likely than expected to have smoked a whole cigarette (52%) compared to respondents who identified themselves as students (31%) [χ^2 (1) = 25.52, p < .05].

- Respondents who did not *live with their parents* were more likely than expected to have smoked a whole cigarette (53%) compared to respondents who did *live with their parents* (35%) [χ^2 (1) = 18.50, p < .05].

- No systematic relation was obtained between Q025 and media market [χ^2 (2) = 4.56, p > .05], respondents' gender [χ^2 (1) = 0.06, p > .05], and race [χ^2 (1) = 0.01, p > .05].

Outcome Differences (p < .05)

- Respondents who had smoked a whole cigarette were neither more nor less likely than expected to have seen or heard any antitobacco advertisement [χ^2 (1) = 0.36, p > .05] or recall any ESD antitobacco advertisement [χ^2 (1) = 0.94, p > .05].

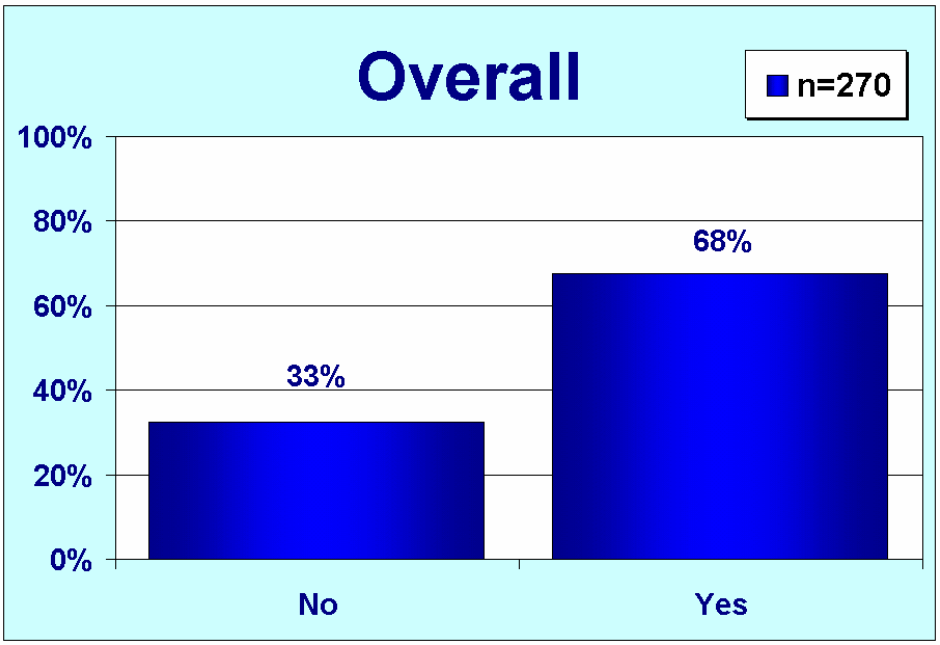
Change from 2002

- In the 2003 study, a smaller percentage of young adults said they had ever smoked a whole cigarette than did those in 2002 (44% and 53%, respectively) [χ^2 (1) = 12.82, p < .05].

Smoked 100 Cigarettes in Life

Only those respondents who indicated that they had smoked a whole cigarette were asked to indicate whether they had smoked at least 100 in their entire life. Figure 12 presents the outcome of this question.

Figure 12: Smoked 100 Cigarettes



Q065: Have you smoked at least 100 cigarettes in your entire life?
Base: Respondents who have smoked a whole cigarette

Demographic Differences ($p < .05$)

- Respondents ages *21-24* were more likely than expected to have smoked 100 cigarettes (72%) compared to respondents ages *18–20* (60%) [χ^2 (1) = 3.82, $p < .05$].

- Respondents with at most a high school diploma were more likely than expected to have smoked 100 cigarettes (77%) compared to respondents with at least some college (55%) [χ^2 (1) = 12.72, $p < .05$].

- Respondents that reported their annual income at *$15K or more* were more likely than expected to have smoked 100 cigarettes (76%) compared to respondents who reported their annual income as *Less than $15K* (62%) [$\chi^2$ (1) = 4.57, $p < .05$].

- Respondents who identified themselves as nonstudents were more likely than expected to have smoked 100 cigarettes (77%) compared to respondents who identified themselves as students (49%) [χ^2 (1) = 18.18, $p < .05$].

- Respondents who did not *live with their parents* were more likely than expected to have smoked 100 cigarettes (77%) compared to respondents who did *live with their parents* (56%) [χ^2 (1) = 12.33, $p < .05$].

- No systematic relation was obtained between Q065 and media market [χ^2 (2) = 2.35, $p > .05$], respondents' gender [χ^2 (1) = 0.04, $p > .05$], and race [χ^2 (1) = 0.12, $p > .05$].

Outcome Differences ($p < .05$)

- Respondents who had smoked 100 cigarettes were more likely than expected to have recalled any ESD antitobacco advertisement (78%) [χ^2 (1) = 0.94, $p > .05$].

- Respondents who had smoked 100 cigarettes were neither more nor less likely than expected to have seen or heard any antitobacco advertisement [χ^2 (1) = 0.36, $p > .05$].

Change from 2002

- No significant difference was found between 2002 and 2003 in the percentage of those who had ever smoked a whole cigarette who said they had smoked 100 cigarettes in their entire life [χ^2 (1) = 0.002, $p > .05$].

Number of Days in Last 30 Respondent Smoked

All respondents who said they have smoked at least 100 cigarettes were asked to give the number of days in the last 30 days they had done so. The results for this item are shown in Table 8.

Table 8: Number of Days in Last 30 Days Smoked

	Frequency	Percent
0	35	19.7
1	1	0.8
2	4	2.5
4	1	0.8
5	1	0.8
7	1	0.5
10	3	1.7
15	5	2.7
20	0	0.2
25	2	1.2
27	1	0.6
28	2	1.1
30	121	67.5
Total	180	100.0

Q070: On how many of the past 30 days did you smoke cigarettes?
Base: Respondents that have smoked at least 100 cigarettes

Demographic Differences ($p < .05$)

- Young adults who had smoked at least 100 cigarettes and have educational attainment of *high school or less* smoked cigarettes on a greater average number of days in the past 30 days than those with educational attainment of *greater than high school* did.

- Young adults who had smoked at least 100 cigarettes and were living with their parents smoked cigarettes on a greater average number of days in the past 30 days than did those who were not living with their parents.

Change from 2002

- Young adults in 2003 who had smoked at least 100 cigarettes smoked cigarettes on a greater average number of days in the past 30 days than did those in 2002.

Number of Cigarettes Smoked Per Day

Only those respondents who indicated that they had smoked at least once in the past 30 days were asked to indicate the number of cigarettes they had smoked on those days. The results are presented in Table 9.

Table 9: Number of Cigarettes Smoked

	Frequency	Percent
1	5	3.3
2	9	6.1
3	14	9.7
4	4	2.9
5	16	11.3
6	7	4.7
7	8	5.4
8	4	3.0
10	31	21.6
12	2	1.3
13	1	0.5
14	1	0.6
15	9	6.6
17	2	1.2
20	26	17.8
25	0	0.3
30	3	2.4
40	2	1.4
Total	144	100.0

Q075: During the past 30 days, on the days that you did smoke, about how many cigarettes did you usually smoke per day?
Base: Respondents who smoked at least one day in the last 30 days

Demographic Differences ($p < .05$)

- White non-Hispanic young adults smoked a higher average number of cigarettes per day (on the days they smoked) than Hispanic young adults or those of other races.

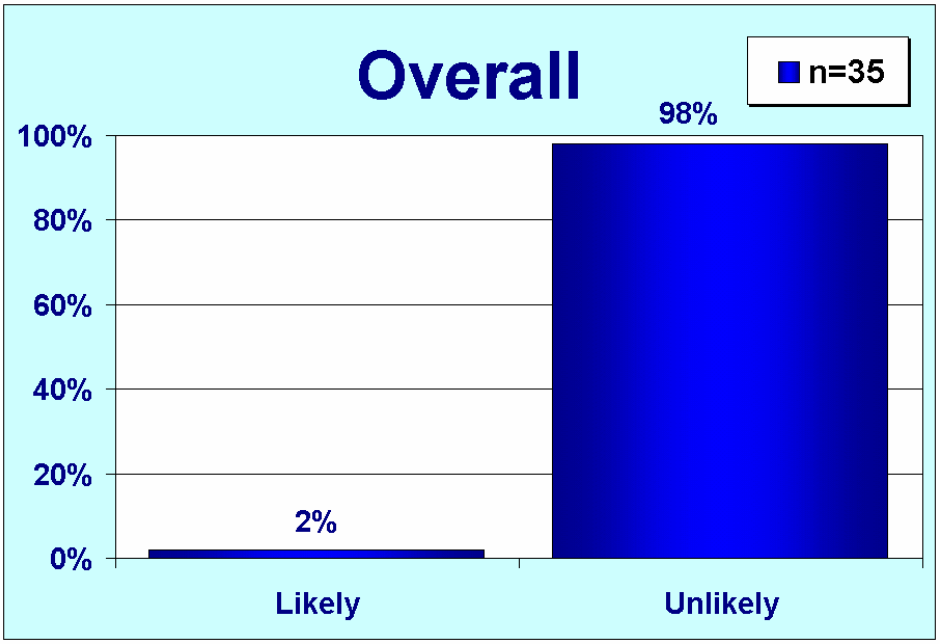
Change from 2002

- No significant difference was found between 2002 and 2003 in the average number of cigarettes smoked per day (on the days they smoked) by young adults who had smoked at least one day in the past 30 days preceding the survey interview.

Likelihood of Returning to Smoking

Those respondents who indicated they have smoked at least 100 cigarettes in their lifetime but have not smoked in the last 30 days were asked how likely it is that they will return to smoking in the next six months. Respondents were instructed to answer either *Likely* or *Unlikely.* Figure 13 presents the frequencies of these response categories.

Figure 13: Likelihood of Returning to Smoking



Q080: Do you think that it is likely or unlikely that you will return to smoking in the next 6 months?
Base: Respondents who have smoked 100 cigarettes but none in the past 30 days

Demographic Differences ($p < .05$)

- No systematic relation was obtained between Q080 and media market [χ^2 (2) = 2.34, p > .05], respondents' age [χ^2 (1) = 0.34, p > .05], gender [χ^2 (1) = 0.92, p > .05], educational attainment [χ^2 (1) = 0.69, p > .05], race [χ^2 (1) = 0.06, p > .05], income [χ^2 (1) = 4.57, p > .05], student status [χ^2 (1) = 0.34, p > .05], living arrangements [χ^2 (1) = 0.17, p > .05].

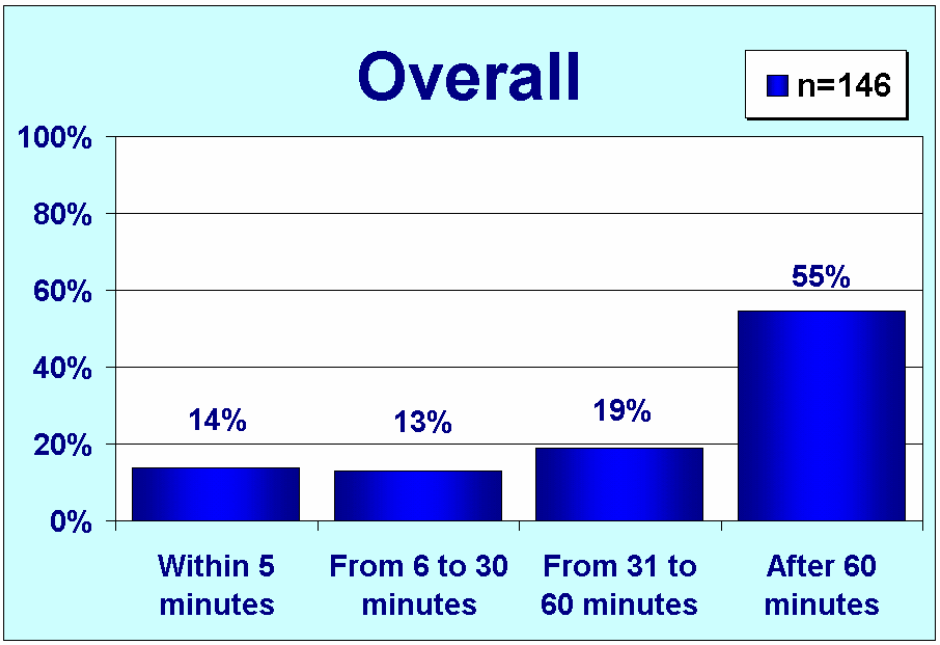
Change from 2002

- No significant difference was found between 2002 and 2003 in the likelihood that young adults who had smoked at least 100 cigarettes (but none in the past 30 days) said it was likely or unlikely they would return to smoking in the next 6 months [χ^2 (1) = 0.000, p > .05].

Time to First Cigarette of Day

Only those respondents who indicated that they have had at least one cigarette in the past 30 days were asked to indicate how soon after waking in the morning they smoke the first cigarette of the day.

Figure 14: Time to First Cigarette



Q085: How soon after you awake in the morning do you usually smoke your first cigarette?
Base: Respondents who have smoked at least one day in the past 30 days

Demographic Differences ($p < .05$)

- For subsequent analyses, the obtained frequency distribution of Q085 was recoded into two response categories: *Within an hour or less* and *After 60 minutes*.

- Respondents who identified themselves as *White* were more likely than expected to smoke their first cigarette *Within an hour or less* (47%) compared to respondents who identified themselves as *Other than White* (22%) [χ^2 (1) = 3.92, $p < .05$].

- No systematic relation was obtained between Q085 and media market [χ^2 (1) = 0.87, $p > .05$], respondents' age [χ^2 (1) = 0.24, $p > .05$], gender [χ^2 (1) = 0.16, $p > .05$], educational attainment [χ^2 (1) = 0.15, $p > .05$], income [χ^2 (1) = 1.80, $p > .05$], student status [χ^2 (1) = 0.01, $p > .05$], and living arrangements [χ^2 (1) = 0.00, $p > .05$].

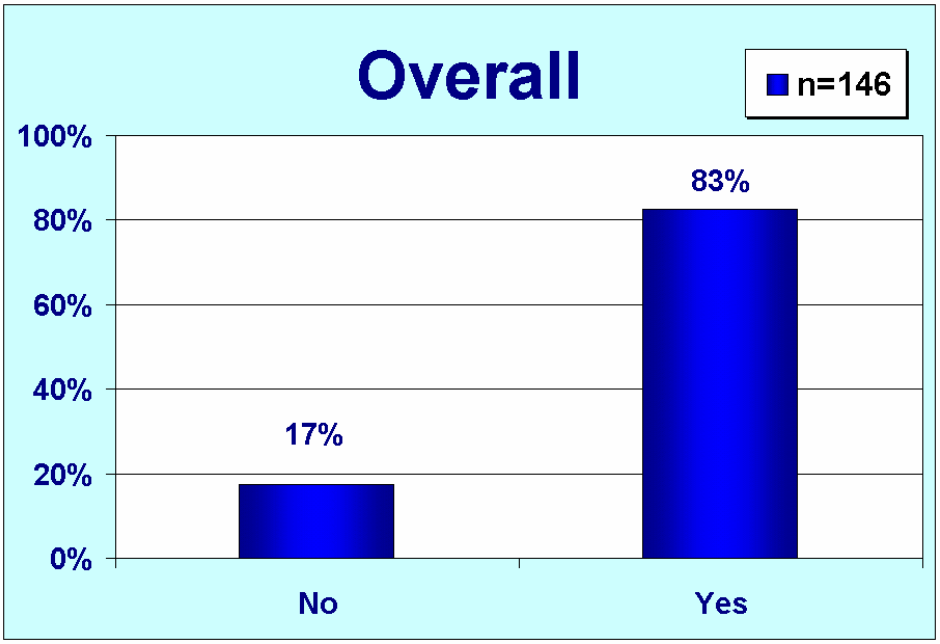
Change from 2002

- No significant difference was found between 2002 and 2003 in the time after waking they smoked their first cigarette for young adults who had smoked at least one day in the past 30 days [χ^2 (3) = 5.14, $p > .05$].

Consider Reducing Cigarettes Smoked Per Day

Only those respondents who indicated that they had smoked at least once in the past 30 days were asked whether they had considered reducing the number of cigarettes they smoked per day in the past six months. Respondents were instructed to answer *Yes* or *No*. Figure 15 presents the frequency of these response categories.

Figure 15: Consider Reducing Cigarettes Smoked



Q090: In the past six months, have you ever considered reducing the number of cigarettes you smoke per day?
Base: Respondents who have smoked at least one day in the past 30 days

Demographic Differences ($p < .05$)

- Respondents with at most a high school diploma were more likely than expected to have considered reducing the number of cigarettes smoked per day (88%) compared to respondents with at least some college (71%) [χ^2 (1) = 5.71, $p < .05$].

- No systematic relation was obtained between Q090 and media market [χ^2 (2) = 5.10, $p > .05$], respondents' age [χ^2 (1) = 1.49, $p > .05$], gender [χ^2 (1) = 0.07, $p > .05$], race [χ^2 (1) = 1.92, $p > .05$], income [χ^2 (1) = 1.37, $p > .05$], student status [χ^2 (1) = 3.01, $p > .05$], and living arrangements [χ^2 (1) = 2.53, $p > .05$].

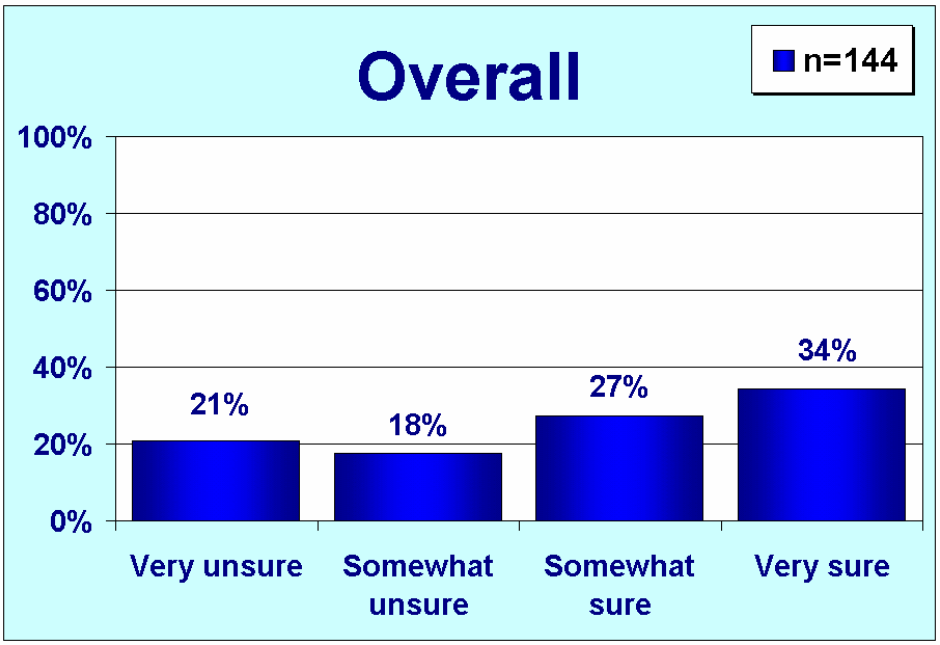
Change from 2002

- No significant difference was found between 2002 and 2003 in the percentage of young adults who had smoked at least one day in the past 30 days said they had considered reducing the number of cigarettes they smoke per day in the six months preceding the survey interview [χ^2 (1) = 3.68, $p > .05$].

Confidence in Refraining from Cigarettes for a Month

Only those respondents who indicated that they had smoked at least one day in the past 30 days were asked whether they believed they could refrain from smoking cigarettes for at least one month. Figure 16 presents the results of this item.

Figure 16: Refrain from Smoking for a Month



Q095: How sure are you that you could refrain from smoking for at least one month?
Base: Respondents who have smoked at least one day in the past 30 days

Demographic Differences ($p < .05$)

- Respondents who identified themselves as *Other than White* were more likely than expected to respond *Very Sure* (63%) compared to respondents who identified themselves as *White* (29%) [χ^2 (3) = 9.06, $p < .05$].

- No systematic relation was obtained between Q095 and media market [χ^2 (6) = 6.66, $p > .05$], respondents' age [χ^2 (3) = 6.21, $p > .05$], gender [χ^2 (3) = 0.56, $p > .05$], educational attainment [χ^2 (3) = 5.00, $p > .05$], income [χ^2 (3) = 3.42, $p > .05$], student status [χ^2 (3) = 2.11, $p > .05$], and living arrangements [χ^2 (3) = 7.56, $p > .05$].

Change from 2002

- No significant difference was found between 2002 and 2003 in the degree to which young adults who had smoked at least one day in the past 30 days said they were sure they could refrain from smoking for at least one month [χ^2 (3) = 4.94, $p > .05$].

Number of Adults in Household Who Smoke

All respondents were asked to indicate the number of adults who lived in their household currently smoke. Table 10 presents the average number of adults who live in their household who smoke by market and for the entire statewide sample.

Table 10: Number of Adults in Household Who Smoke by Region

Region	N	% With No Smoking Adult	Mean	Standard Deviation
Northern Idaho	105	71.1%	.42	.799
Southwestern Idaho	195	66.5%	.45	.715
Southeastern Idaho	227	72.6%	.39	.706
Statewide	527	70.0%	.42	.727

Q100: Not including yourself, how many of the adults aged 18 or over who live in your household currently smoke cigarettes, cigars, or pipes?
Base: Respondents with more than one adult in the household

Demographic Differences ($p < .05$)

- For subsequent analyses, the obtained frequency distribution of Q100 was recoded into three response categories: *No adults*, *One adult,* and *Two or more adults*.

- Respondents who identified themselves as students were more likely than expected to respond *No adults* (79%) compared to respondents who identified themselves as nonstudents (65%). Moreover, respondents who identified themselves as nonstudents were more likely than expected to respond *Two or more adults* (15%) compared to respondents who identified themselves as students (5%) [χ^2 (2) = 20.18, $p < .05$].

- No systematic relation was obtained between Q100 and media market [χ^2 (4) = 3.04, $p > .05$], respondents' age [χ^2 (2) = 3.26, $p > .05$], gender [χ^2 (2) = 0.19, $p > .05$], educational attainment [χ^2 (2) = 2.15, $p > .05$], race [χ^2 (2) = 2.92, $p > .05$], income [χ^2 (2) = 1.18, $p > .05$], and living arrangements [χ^2 (2) = 4.29, $p > .05$].

Change from 2002

- In 2003, young adults who have more than one adult in the household counted a lower average number of adults in their household who currently smoke than did those in 2002.

Number of Close Associates Who Smoke

All respondents were asked to indicate how many of the four people outside of their household with whom they spend the most time with smoke. Table 11 presents the average number of close associates who currently smoke by market and for the entire statewide sample.

Table 11: Number of Close Associates Who Smoke by Region

Region	N	% With No Smoking Adult	Mean	Standard Deviation
Northern Idaho	123	51.6%	1.15	1.43
Southwestern Idaho	239	51.6%	1.07	1.39
Southeastern Idaho	249	57.6%	1.04	1.44
Statewide	612	54.6%	1.07	1.42

Q105: Now consider the four people outside of your household that you spend the most time with. How many of these people currently smoke cigarettes, cigars, or pipes?
Base: All respondents

Demographic Differences ($p < .05$)

- For subsequent analyses, the obtained frequency distribution of Q105 was recoded into three response categories: *No friends*, *One friend,* and *Two or more friends*.

- Respondents with at most a high school diploma were more likely than expected to have responded *Two or more friends* (39%) compared to respondents with at least some college (18%) [χ^2 (2) = 29.75, $p < .05$].

- Respondents who identified themselves as students were more likely than expected to respond *No friends* (64%) compared to respondents who identified themselves as nonstudents (47%). Moreover, respondents who identified themselves as nonstudents were more likely than expected to respond *Two or more friends* (35%) compared to respondents who identified themselves as students (21%) [χ^2 (2) = 17.45, $p < .05$].

- No systematic relation was obtained between Q105 and media market [χ^2 (4) = 7.72, $p > .05$], respondents' age [χ^2 (2) = 0.04, $p > .05$], gender [χ^2 (2) = 4.10, $p > .05$], race [χ^2 (2) = 1.67, $p > .05$], income [χ^2 (2) = 5.89, $p > .05$], and living arrangements [χ^2 (2) = 9.05, $p > .05$].

Change from 2002

- Young adults in 2003 counted a lower average number of the four people outside of their household with whom they spend the most time who currently smoke than did those in 2002.

Number of Siblings Who Smoke

All respondents were asked to indicate how many of their brothers and sisters smoke with smoke. Table 12 presents the average number of siblings who smoke by market and for the entire statewide sample.

Table 12: Number of Siblings Who Smoke by Region

Region	N	% With No Smoking Adult	Mean	Standard Deviation
Northern Idaho	114	69.4%	.46	.81
Southwestern Idaho	215	69.2%	.54	1.14
Southeastern Idaho	222	72.3%	.42	.79
Statewide	551	70.5%	.47	.944

Q110: How many of your brothers and sisters currently smoke cigarettes, cigars, or pipes?
Base: Respondents who have siblings

Demographic Differences ($p < .05$)

- For subsequent analyses, the obtained frequency distribution of Q110 was recoded into three response categories: *No siblings*, *One sibling,* and *Two or more siblings*.

- Respondents with at least some college were more likely than expected to have responded *No siblings* (78%) compared to respondents with at most a high school diploma (64%) [χ^2 (2) = 13.30, $p < .05$].

- Respondents who identified themselves as students were more likely than expected to respond *No siblings* (80%) compared to respondents who identified themselves as nonstudents (64%). Moreover, respondents who identified themselves as nonstudents were more likely than expected to respond *Two or more siblings* (14%) compared to respondents who identified themselves as students (6%) [χ^2 (2) = 20.61, $p < .05$].

- No systematic relation was obtained between Q110 and media market [χ^2 (4) = 0.54, $p > .05$], respondents' age [χ^2 (2) = 0.34, $p > .05$], gender [χ^2 (2) = 3.25, $p > .05$], race [χ^2 (2) = 1.22, $p > .05$], income [χ^2 (2) = 1.86, $p > .05$], and living arrangements [χ^2 (2) = 4.52, $p > .05$].

Change from 2002

- Young adults in 2003 counted a lower average number of siblings who currently smoke than did those in 2002.

Age When Smoked First Whole Cigarette

Only those respondents who indicated that they had smoked a whole cigarette were asked at what age they were when they smoked their first whole cigarette. Table 13 presents the average age when respondents reported smoking their first whole cigarette by market and for the entire statewide sample.

Table 13: Age When Smoked First Whole Cigarette by Region

Region	N	Mean	Standard Deviation
Northern Idaho	63	14.50	2.90
Southwestern Idaho	101	15.29	2.30
Southeastern Idaho	101	14.76	2.57
Total	266	14.90	2.57

Q115: How old were you when you first smoked your first whole cigarette?
Base: Respondents who have smoked at least one cigarette

Demographic Differences ($p < .05$)

- Respondents ages *18-20* years old began smoking at a younger age (mean = 14.4 years old) compared to respondents ages *21-24* (mean = 15.1 years old) [F (1, 238) = 5.24, $p < .05$].

- Respondents with at most a high school diploma began smoking at a younger age (mean = 14.3 years old) compared to respondents with at least some college (mean = 15.7 years old) [F (1, 238) = 20.26, $p < .05$].

- No systematic relation was obtained between Q115 and media market [F (2, 237) = 1.30, $p > .05$], respondents' gender [F (1, 238) = 3.71, $p > .05$], race [F (1, 237) = 0.16, $p > .05$], income [F (1, 226) = 0.01, $p > .05$], and living arrangements [F (1, 238) = 2.65, $p > .05$].

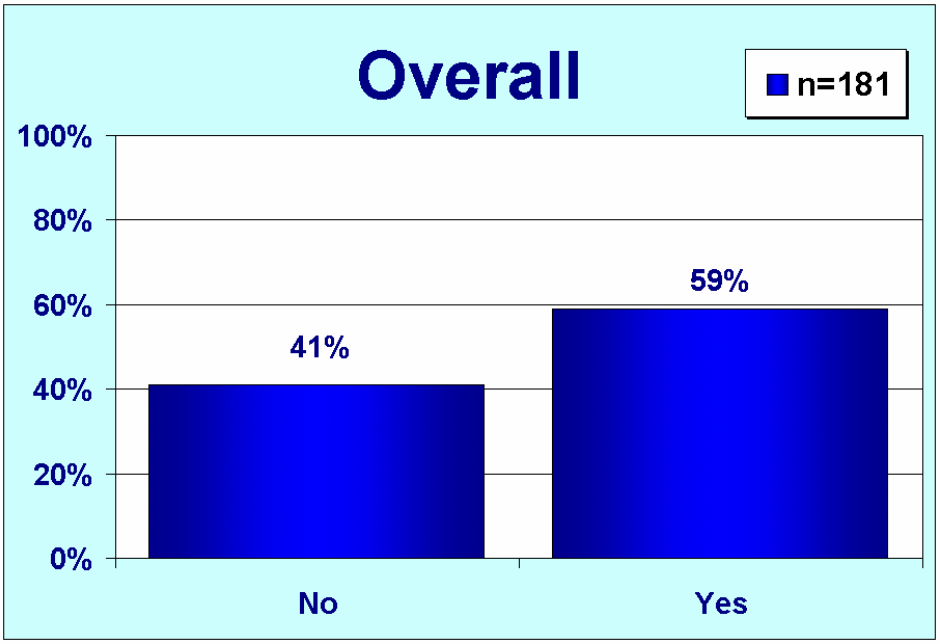
Change from 2002

- In 2003, young adults who had smoked at least one cigarette indicated a higher average age at which they smoked their first cigarette than did those in 2002.

Tried to Quit Smoking in Last Twelve Months

Only those respondents who indicated that they had smoked at least 100 cigarettes were asked to indicate whether they had tried to quit smoking in the past twelve months. Respondents were instructed to answer *Yes* or *No*. Figure 17 presents the frequency of these response categories.

Figure 17: Tried to Quit Smoking in Past Year



Q120: During the past 12 months, have you quit smoking intentionally for one day or longer because you were trying to quit smoking?
Base: Respondents who have smoked at least 100 cigarettes in their life

Demographic Differences ($p < .05$)

- No systematic relation was obtained between Q120 and media market [χ^2 (2) = 1.28, p > .05], respondents' age [χ^2 (1) = 0.05, p > .05], gender [χ^2 (1) = 0.01, p > .05], educational attainment [χ^2 (1) = 2.83, p > .05], race [χ^2 (1) = 0.11, p > .05], income [χ^2 (1) = 0.08, p > .05], student status [χ^2 (1) = 0.09, p > .05], and living arrangements [χ^2 (1) = 0.87, p > .05].

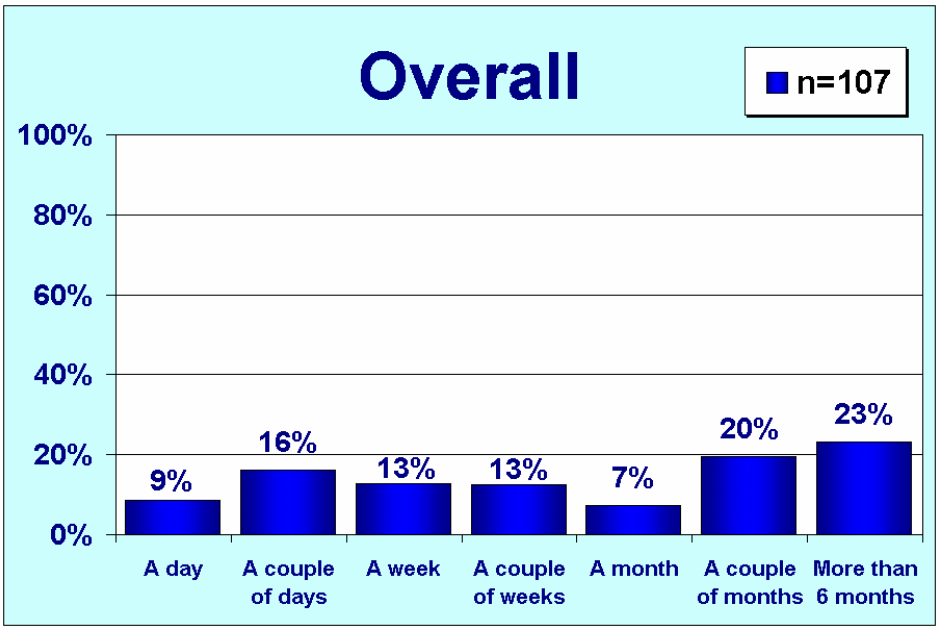
Change from 2002

- In 2003, a smaller percentage of young adults who had smoked at least 100 cigarettes said they had intentionally quit smoking for at least one day in the past 12 months than did those in 2002 (60% and 70%, respectively) [χ^2 (1) = 6.81, p < .05].

Duration of Most Recent Quit Attempt

Only those respondents who indicated that they had attempted to quit smoking over the past twelve months were asked how long did they actually stay off of cigarettes during their most recent quit attempt. The results of this item are shown in Figure 18. For some analyses, the obtained frequency distribution of Q125 was recoded into four response categories: *1 to 2 days, 1 to 2 weeks, 1 to 2 months,* and *More than 6 months*.

Figure 18: Duration of Most Recent Quit Attempt



Q125: How long did you actually stay off cigarettes during your most recent quit attempt?
Base: Respondents who tried to quit smoking in past twelve months

Demographic Differences ($p < .05$)

- Respondents with at most a high school diploma were more likely than expected to have responded *1 to 2 days* (32%) compared to respondents with at least some college (4%) [χ^2 (3) = 11.42, $p < .05$].

- Respondents who identified their income as *Under $15K* were more likely than expected to respond *1 to 2 days* (33%) compared to respondents who identified their income as *Over $15K* (13%) [$\chi^2$ (3) = 7.98, $p < .05$].

- Respondents who identified themselves as students were more likely than expected to respond *1 to 2 weeks* (52%) compared to respondents who identified themselves as nonstudents (19%) [χ^2 (3) = 10.74, $p < .05$].

- Respondents who identified themselves as *Living with parents* were more likely than expected to respond *1 to 2 weeks* (50%) compared to respondents who identified themselves as *Not living with parents* (11%). Moreover, respondents who identified

themselves as *Not living with parents* were more likely than expected to respond *6 months or more* (41%) compared to respondents who identified themselves as *Living with parents* (8%) [χ^2 (3) = 22.92, $p < .05$].

- No systematic relation was obtained between Q125 and media market [χ^2 (6) = 3.29, $p > .05$], respondents' age [χ^2 (3) = 3.12, $p > .05$], gender [χ^2 (3) = 3.30, $p > .05$], and race [χ^2 (3) = 3.36, $p > .05$].

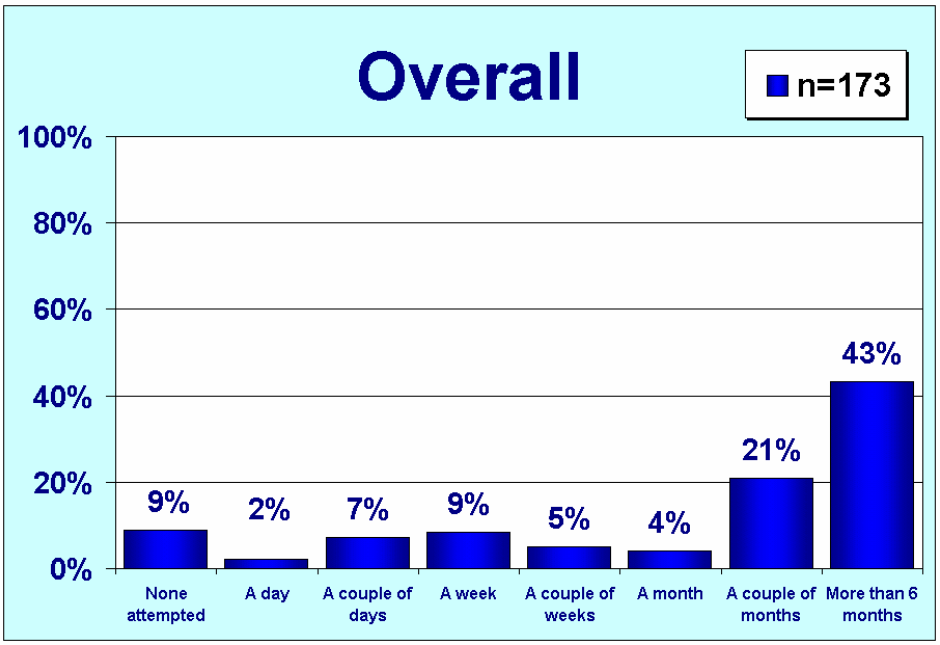
Change from 2002

- No significant difference was found between 2002 and 2003 in the duration of the most recent quit attempt for those young adults who had tried to quit smoking in the past 12 months [χ^2 (1) = 6.81, $p < .05$].

Duration of Longest Quit Attempt in Past 5 Years

Only those respondents who indicated that they had smoked at least 100 cigarettes were asked how long did they stay off cigarettes during their longest quit attempt in the past five years. The results of this item are shown in Figure 19. For some analyses, the obtained frequency distribution of Q125 was recoded into four response categories: *1 to 2 days, 1 to 2 weeks, 1 to 2 months,* and *More than 6 months*.

Figure 19: Duration of Longest Quit Attempt in Past 5 Years



Q130: How long was your longest quit attempt in the past 5 years?
Base: Respondents who have smoked at least 100 cigarettes

Demographic Differences ($p < .05$)

- No systematic relation was obtained between Q130 and media market [χ^2 (8) = 6.43, p > .05], respondents' age [χ^2 (4) = 3.54, p > .05], gender [χ^2 (4) = 5.40, p > .05], educational attainment [χ^2 (4) = 4.82, p > .05], race [χ^2 (4) = 3.32, p > .05], income [χ^2 (4) = 6.82, p > .05], student status [χ^2 (4) = 4.01 p > .05], and living arrangements [χ^2 (4) = 5.30, p > .05].

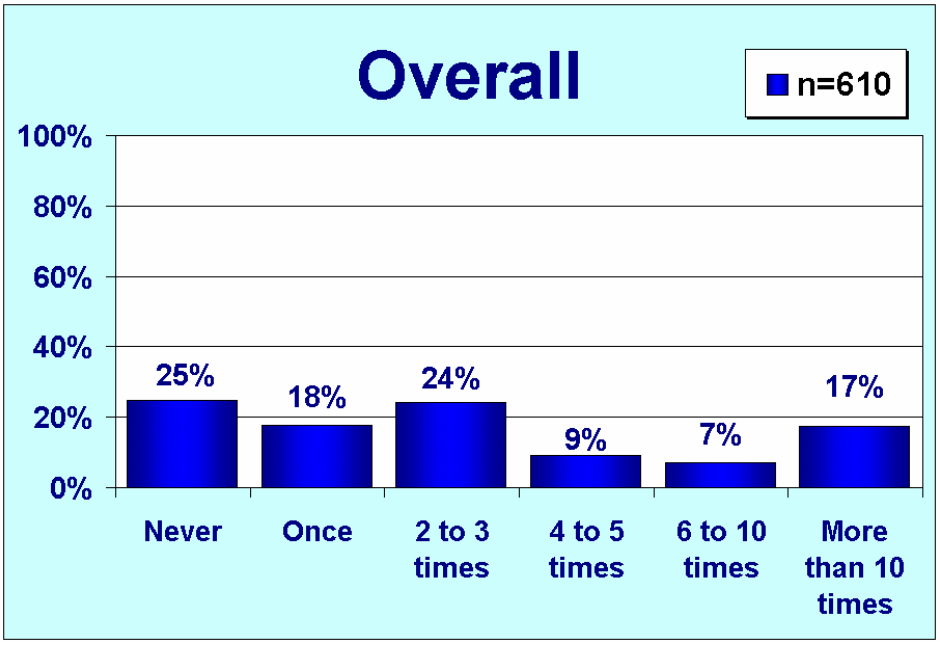
Change from 2002

- No significant difference was found between 2002 and 2003 in the duration of the longest quit attempt in the past 5 years for those young adults who had smoked at least 100 cigarettes [χ^2 (7) = 5.07, p > .05].

Talk with Others about Smoking or Tobacco

All respondents were asked how often in the last 6 months they talked with anyone about smoking or tobacco. The results for this item are shown in Figure 20. For some analyses, the obtained frequency distribution of Q135 was recoded into four response categories: *Never, Once, 2 to 3 times* and *4 times or more*.

Figure 20: Times Talked about Smoking or Tobacco



Q135: In the last 6 months, about how often did you talk with anyone about smoking or tobacco?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents ages *18-20* were more likely than expected to have talked with others *Once* (25%) compared to respondents ages *21–24* (15%) [χ^2 (3) = 9.65, $p < .05$].

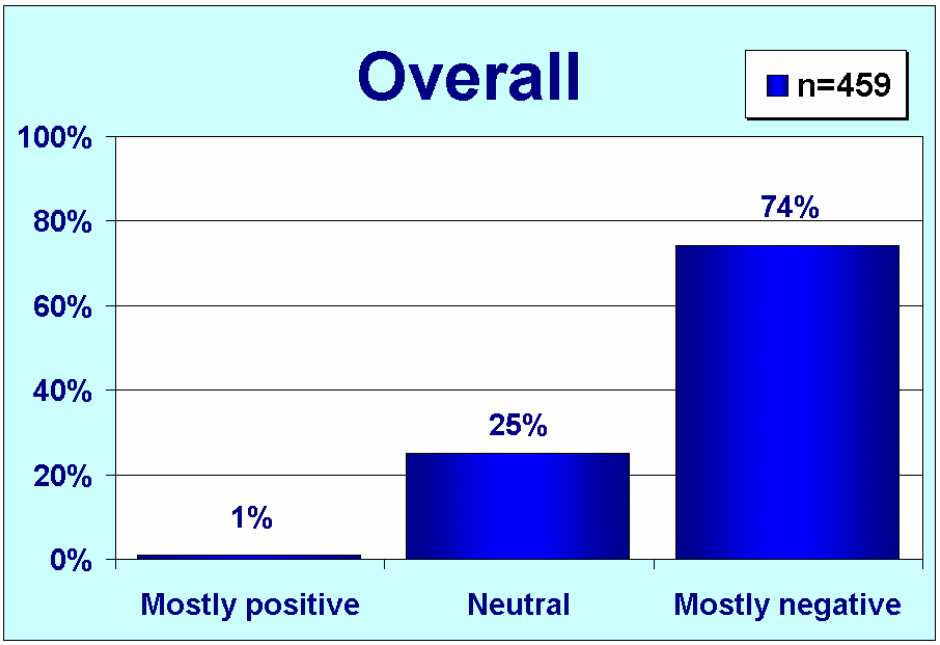
- Respondents who did *live with their parents* were more likely than expected to have talked with others *Once* (23%) compared to respondents who did not *live with their parents* (13%) [χ^2 (3) = 9.20, $p < .05$].

- No systematic relation was obtained between Q135 and media market [χ^2 (6) = 12.28, $p > .05$], respondents' gender [χ^2 (3) = 1.30, $p > .05$], educational attainment [χ^2 (3) = 4.82, $p > .05$], race [χ^2 (3) = 5.84, $p > .05$], income [χ^2 (3) = 6.36, $p > .05$], and student status [χ^2 (3) = 4.03, $p > .05$].

Attitude of Talk about Smoking or Tobacco

Young Adults who had spoken with someone about tobacco in the last 6 months were asked whether their talk was mostly negative about tobacco, mostly positive about tobacco, or neutral about it. The results of this item are shown in Figure 21. For some analyses, the obtained frequency distribution of Q140 was recoded into two response categories: *Mostly Negative* and *Neutral / Mostly Positive.*

Figure 21: Attitude of Talk



Q140: Would you say your talk was mostly negative about tobacco, mostly positive about tobacco, or neutral about it?
Base: Respondents who have talked to someone about smoking or tobacco in last 6 months

Demographic Differences ($p < .05$)

- Respondents with at least some college were more likely than expected to have talked about tobacco *Mostly Negative* (80%) compared to respondents with at most a high school diploma (71%) [χ^2 (1) = 5.06, $p < .05$].

- Respondents who identified themselves as students were more likely than expected to have talked about tobacco *Mostly Negative* (81%) compared to respondents who identified themselves as nonstudents (70%) [χ^2 (1) = 6.73, $p < .05$].

- No systematic relation was obtained between Q140 and media market [χ^2 (2) = 1.26, $p > .05$], respondents' age [χ^2 (1) = 0.31, $p > .05$], gender [χ^2 (1) = 0.72, $p > .05$], race [χ^2 (1) = 0.34, $p > .05$], income [χ^2 (1) = 2.20, $p > .05$], and living arrangements [χ^2 (1) = 2.12, $p > .05$].

Smoking Status

As a summary measure of the tobacco use of young adults in the sample, we created a new variable, S*moking Status*, calculated from the values of several smoking behavior items. Smoking status has five categories for the young adult sample:

- *Current occasional smoker:* Respondents who had smoked 100 cigarettes and had smoked at least once in the past 30 days
- *Current frequent smoker:* Respondents who had smoked 100 cigarettes and had smoked on 20 or more days in past 30 day
- *Former smoker:* Respondents who had smoked 100 cigarettes, but had not smoked in the past 30 days
- *Smoked small amount:* Respondents who had smoked at least one cigarette, but had not yet smoked 100 cigarettes.
- *Never smoked:* Respondents who had never smoked a whole cigarette.

Table 14 shows the questionnaire items and the values that were used to assign respondents to one of the smoking status categories. The variables used were:

- Q025: Have you ever smoked a whole cigarette?
- Q065: Have you smoked at least 100 cigarettes in your life?
- Q070: Now thinking about the last 30 days, on how many of those days did you smoke a cigarette?

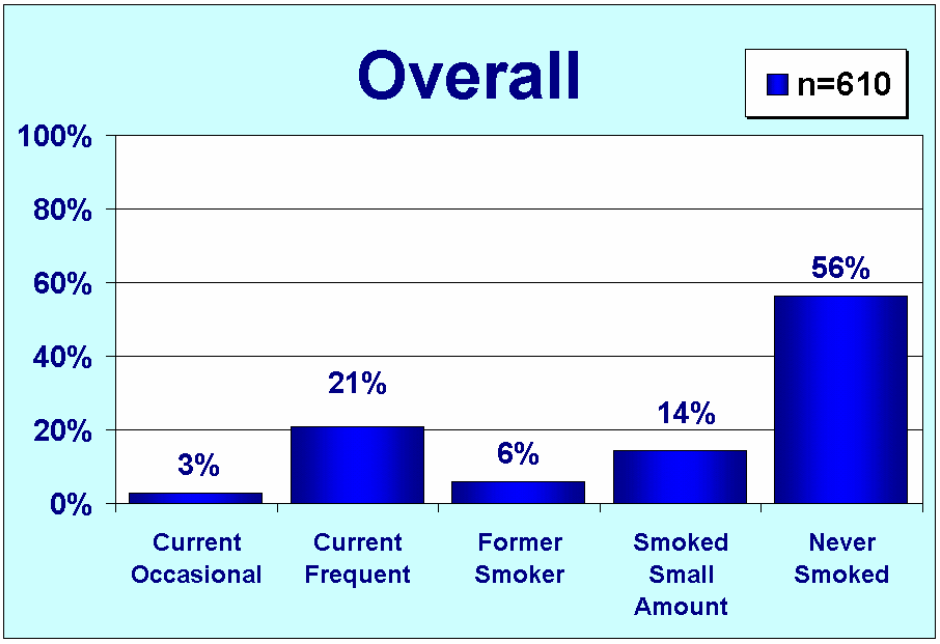
Table 14: Smoking Status Definition

	Q025	Q065	Q070
Current occasional smoker	Yes	NA	> 0 & < 20
Current frequent smoker	Yes	NA	> 19
Former smoker	Yes	Yes	= 0
Smoked small amount	Yes	No	= 0
Never smoked	No	NA	NA

Nearly 57% of young adults had never smoked, just 20% were former smokers or had smoked a small amount, and just over 23% were current smokers (2.8% infrequent smokers and 20.8% frequent smokers). Because the small percentages of current smokers made analysis difficult, the infrequent and frequent smokers were combined into one category ("current smokers") and former smokers and those who have smoked a small amount were combined. Figure 48 shows the distribution of smoking status among young adults. For some analyses, the obtained frequency distribution of

Smoking Status was further recoded into three response categories: *Current Smoker, Former / Small Amount Smoker* and *Never Smoked*.

Figure 22: Smoking Status



Q025: Have you ever smoked a whole cigarette?
Q065: Have you smoked at least 100 cigarettes in your life?
Q070: Now thinking about the last 30 days, on how many of those days did you smoke a cigarette, even one or two puffs?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents ages *18–20* years old were more likely than expected to be categorized as *Never Smoked* (64%) compared to respondents ages *21–24* (52%) [χ^2 (2) = 9.41, $p < .05$].

- Respondents with at most a high school diploma were more likely than expected to be categorized as a *Current Smoker* (31%) compared to respondents with at least some college (12%) [χ^2 (2) = 30.01, $p < .05$].

- Respondents with reported household income *$15K or more* were more likely than expected to be categorized as a *Current Smoker* (28%) compared to respondents with reported household income *Under $15K* (18%). Respondents with reported household income *Under $15K* were more likely than expected to be categorized as a *Never Smoked* (62%) compared to respondents with reported household income *$15K or more* (50%). [$\chi^2$ (2) = 8.08, $p < .05$].

- Respondents who identified themselves as nonstudents were more likely than expected to be categorized as a *Current Smoker* (31%) compared to respondents who identified themselves as students (12%). Respondents who identified

themselves as students were more likely than expected to be categorized as *Never Smoked* (69%) compared to respondents who identified themselves as nonstudents (48%). [χ^2 (2) = 34.40, $p < .05$].

- Respondents who did *live with their parents* were more likely than expected to be categorized as *Never Smoked* (66%) compared to respondents who did not *live with their parents* (47%) [χ^2 (2) = 18.94, $p < .05$].

- No systematic relation was obtained between Smoking status and media market [χ^2 (4) = 5.24, $p > .05$], respondents' gender [χ^2 (2) = 0.24, $p > .05$], and race [χ^2 (1) = 0.48, $p > .05$].

Change from 2002

- A few significant differences were found in the distribution of smoking status among young adults between 2002 and 2003 [χ^2 (4) = 203.52, $p < .05$]. The percentage of never smokers was greater (48% and 56%, respectively), the percentage of former smokers was smaller (9% and 6%, respectively), and the percentage of current frequent smokers was smaller (6% and 3%, respectively). The percentage of current smokers (occasional and frequent) was smaller (27% and 24%, respectively).

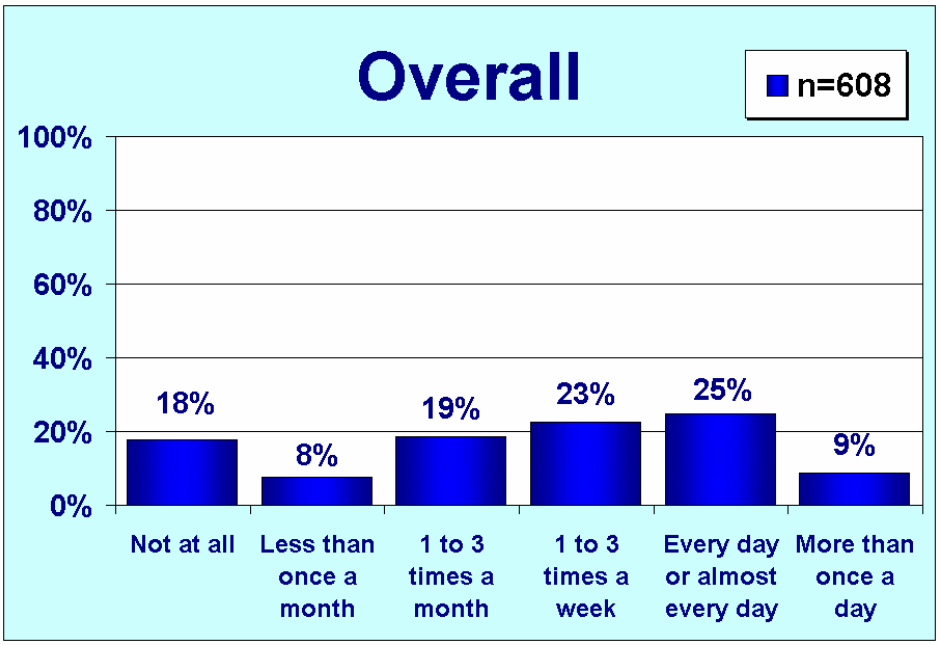
Tobacco-Related Advertising

The final section of the questionnaire covered five channels by which ESD and IDHW have made efforts to reach young adults with messages against smoking and tobacco: radio, television, bus bench, newspapers, and cinema slides. For each medium, unaided recall of messages about tobacco was measured. For a few television and radio ads, prompted recall was measured as well.

Have Heard a Radio Ad Against Smoking and Tobacco

Respondents were asked how frequently they have heard a radio commercial or ad with a message against smoking and tobacco over the past 6 months. The results for this item are shown in Figure 23. For some analyses, the obtained frequency distribution of Q145 was further recoded into four response categories: *Infrequent (*Not at all and Less than once a month*), 1 to 3 times a month, 1 to 3 times a week,* and *Daily (*Every day and More than once a day).

Figure 23: Frequency Hearing Radio Ad



Q145: Over the past 6 months, how frequently have you heard a radio commercial or ad with a message against smoking and tobacco?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents ages *18–20* were more likely than expected to have heard an antitobacco radio ad *1 to 3 times a week* (28%) compared to respondents ages *21–24* (18%) [χ^2 (3) = 9.33, $p < .05$].

- Respondents with at most a high school diploma were more likely than expected to have heard an antitobacco radio ad *Daily* (41%) compared to respondents with at

least some college (26%). Respondents with at least some college were more likely than expected to have heard an antitobacco radio ad *1 to 3 times a month* (26%) compared to respondents with at most a high school diploma (14%) [χ^2 (3) = 23.79, p < .05].

- Respondents who identified themselves as students were more likely than expected to have heard an antitobacco radio ad *1 to 3 times a month* (25%) compared to respondents who identified themselves as students (15%). [χ^2 (2) = 34.40, p < .05].

- No systematic relation was obtained between Q145 and media market [χ^2 (6) = 5.22, p > .05], respondents' gender [χ^2 (3) = 2.96, p > .05], race [χ^2 (3) = 1.67, p > .05], income [χ^2 (3) = 5.37, p > .05], and living arrangements [χ^2 (3) = 0.76, p > .05].

Unaided Recall of Radio Ads

The questionnaire next asked those respondents who had heard a radio ad with a message against smoking and tobacco over the past 6 months to describe up to four of those ads. Interviewers coded the responses into the ESD/IDHW ad list and recorded the responses verbatim for ads that were not on the list (those responses can be found in Appendix C). The results are shown in Table 15. Because respondents could mention more than one ad, the total number of responses is greater than the number of respondents in the sample.

Table 15: Unaided Recall of Radio Ads

	Frequency	Percent of Responses	Percent of Cases
Other1	215	71.4	83.1
Other2	34	11.2	13.0
A filter is ...	***19***	***6.2***	***7.2***
Project filter (nonspecific)	***17***	***5.7***	***6.7***
Surgeon General's warning	***17***	***5.5***	***6.4***
Total	301	100.0	116.5

Q150: Please describe one of the antitobacco radio ads you have heard over the past 6 months.
Base: Respondents that had heard a radio ad about tobacco over the past 6 months

Because the unaided recall counts for most of the ESD/ITPCP radio ads were small, the ability to analyze demographic differences is limited. Table 16 lists the significant demographic differences that were detectable by chi-square tests for mentioning individual ESD/ITPCP ads, mentioning any ESD/ITPCP ad, and mentioning any antitobacco radio ad.

Table 16: Significance Test Results for Unaided Recall of Radio Ads

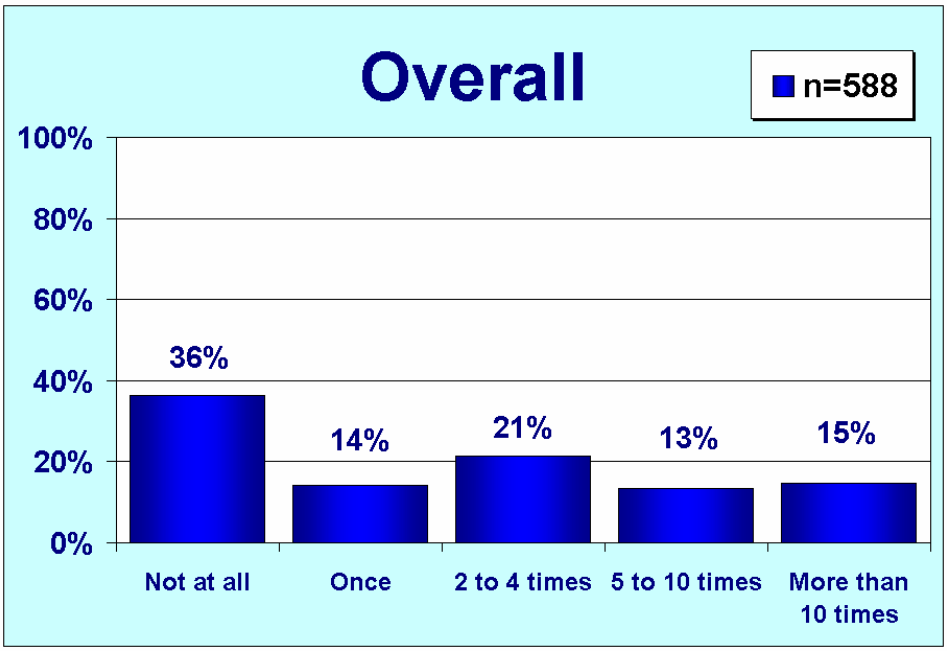
Advertisement	Overall %[a]	Significant Difference(s)
A Filter Is …	3.1	No significant differences
Project Filter (mention)	2.8	No significant differences
Surgeon General's Warning	2.7	No significant differences
Only ESD/ITPCP Ad	6.9	No significant differences
Any ESD/ITPCP Ad	8.0	No significant differences
Any Antitobacco Ad	42.5	Young adults living with their parents were more likely to mention any antitobacco radio ad than those who were living with their parents (49.5% and 33.6%, respectively)

[a] Overall percentage of young adults who mentioned a specific ad in unaided recall. Denominator includes young adults that said they did not hear any antitobacco radio ads in the last 6 months.

How Often Heard Project Filter Radio Ad

Interviewers described for respondents two radio ads that were part of the 2003 ESD/ITPCP media ad campaign: “A Filter Is …” and “Surgeon General’s Warning.” Both ads mentioned “Project Filter.” Respondents were then asked how many times they had heard either ad in the past 6 months. The results for that item are shown in Figure 24. Overall, 64% of young adults said they had heard a Project Filter ad at least once in the past 6 months.

Figure 24: How Often Heard Project Filter Radio Ad



Q195: Over the past 6 months, how many times have you heard either of these ads?
Base: All respondents

Demographic Differences ($p < .05$)

- Young adults in Northern Idaho were on average likely to have heard a Project Filter radio ad less frequently than those in the other two regions of the state.

Discussion of Radio Media Ads

The radio media component of the 2003 Tobacco Counter Marketing Program involved three ads targeted to young adults in Idaho ages 18–24. These ads were scheduled to run as shown in Table 40.

Table 17: Radio Ad Schedule

Radio Ad	Dates
Filter Launch	Week of January 20, 2003–Week of February 24, 2003
Filter "Warning"	Week of March 17, 2003–Week of March 31, 2003 Week of April 14, 2003–Week of June 26, 2003
Filter "Warning" (Hispanic)	Week of February 17, 2003–Week of February 24, 2003 Week of March 17, 2003–Week of March 24, 2003 Week of April 28, 2003–Week of May 19, 2003

Overall, 82% of Idaho young adults said they had heard an antitobacco radio ad over the past 6 months with a frequency of more than "none at all," and 43% had unaided recall of a specific antitobacco radio ad they had heard during the past 6 months.

Both ads appeared to be about equally memorable. Because the "A Filter is . . ." ad was aired earlier than the "Surgeon General's Warning" ad, it may be considered the (slightly) more memorable ad for young adults in Idaho, assuming that recency of exposure tends to be associated with a higher recall rate.

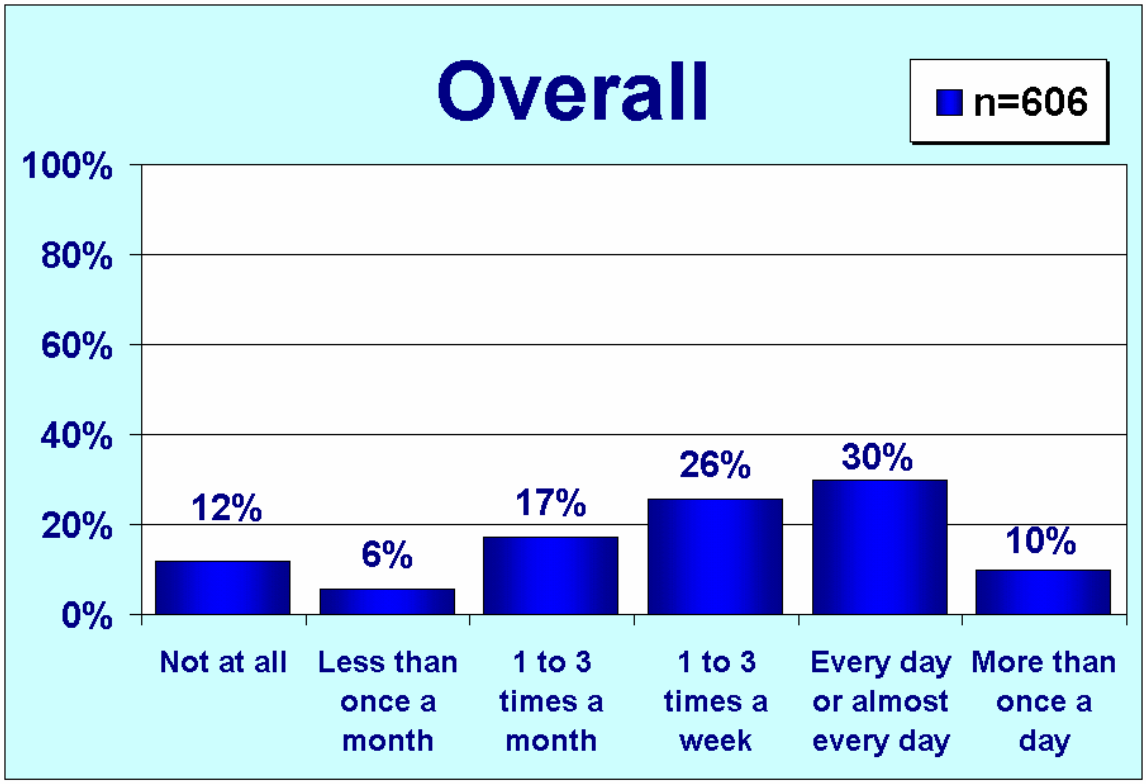
Of all Idaho young adults, 8.0% identified one of the ESD/ITPCP radio ads in unaided recall, and 6.9% identified only ESD/ITPCP ads. Using unaided recall as a basis for comparison with other antitobacco radio ads, the radio ad component of the 2003 Tobacco Counter Marketing Program represents 19% of overall unprompted ad awareness. The ESD/ITPCP campaign ads were the only ones recalled by 16% of young adults who recalled any antitobacco ads. Thus, the 2003 radio ad component can be said to account for roughly 18% of the impact of all antitobacco radio ads running in Idaho during the same period.

Though only 8% of Idaho young adults recalled hearing an ESD/ITPCP ad unprompted, 64% said they heard one of the ads at least once when it was described to them.

Have Heard a Television Ad Against Smoking and Tobacco

Young Adults were asked how frequently they had seen a TV commercial or ad with a message against smoking and tobacco. The results for this item are shown in Figure 25. For some analyses, the obtained frequency distribution of Q155 was further recoded into four response categories: *Infrequent (*Not at all and Less than once a month*), 1 to 3 times a month, 1 to 3 times a week,* and *Daily (*Every day and More than once a day).

Figure 25: Frequency Seeing TV Ad



155: Over the past 6 months, how frequently have you seen a TV commercial or ad with a message against smoking and tobacco?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents with at least some college were more likely than expected to have seen an antitobacco television ad *1 to 3 times a week* (31%) compared to respondents with most a high school diploma (21%) [χ^2 (3) = 8.16, $p < .05$].

- Respondents who identified themselves as *Other than white* were more likely than expected to have seen an antitobacco television ad *Daily* (51%) compared to respondents who identified themselves as *White* (38%). [χ^2 (2) = 8.09, $p < .05$].

- Respondents who identified themselves as nonstudents were more likely than expected to have seen an antitobacco television ad *Daily* (46%) compared to respondents who identified themselves as students (34%). [χ^2 (3) = 20.03, p < .05].

- No systematic relation was obtained between Q155 and media market [χ^2 (6) = 8.84, p > .05], respondents' age [χ^2 (3) = 1.18, p > .05], gender [χ^2 (3) = 1.98, p > .05], income [χ^2 (3) = 5.49, p > .05], and living arrangements [χ^2 (3) = 1.86, p > .05].

Unaided Recall of Television Ads

The questionnaire next asked those respondents who had heard a television ad with a message against smoking and tobacco over the past 6 months to describe up to four of those ads. Interviewers coded the responses into the ESD/IDHW ad list and recorded the responses verbatim for ads that were not on the list (those responses can be found in Appendix C). The results are shown in Table 18. Because respondents could mention more than one ad, the total number of responses is greater than the number of respondents in the sample.

Table 18: Unaided Recall of TV ads

	Frequency	Percent of Responses	Percent of Cases
Other1	338	57.1	78.1
Other2	62	10.6	14.4
Project filter (nonspecific)	***48***	***8.2***	***11.2***
Car (Grim Reaper)	***25***	***4.2***	***5.7***
Shooting pool (Grim Reaper)	***20***	***3.4***	***4.7***
Other3	16	2.7	3.6
Bowling (Grim Reaper)	***13***	***2.2***	***3.0***
Apartment (Grim Reaper)	***13***	***2.1***	***2.9***
T-Shirt (nonspecific)	***12***	***2.1***	***2.8***
Grim Reaper (nonspecific)	***11***	***1.9***	***2.6***
Chuck: Sex or Chicken	***9***	***1.5***	***2.0***
Chuck: Toilet	***7***	***1.3***	***1.7***
Surgeon General's Warning (T-Shirt)	***5***	***0.9***	***1.2***
Chuck (nonspecific)	***4***	***0.7***	***0.9***
It's Not a Choice (T-Shirt)	***2***	***0.4***	***0.5***
Drag Puff Wheeze (T-Shirt)	***2***	***0.4***	***0.5***
Idaho QuitNet (nonspecific)	***2***	***0.3***	***0.4***
Tar Is Overrated (T-Shirt)	***1***	***0.2***	***0.2***
Total	591	100.0	136.7

Q160: Please describe one of the antitobacco TV ads you have seen over the past 6 months.
Base: Respondents who have seen a television ad about tobacco over the past 6 months.

Table 19 lists the significant demographic differences that were detectable by chi-square tests for mentioning individual ESD/ITPCP ads, mentioning any ESD/ITPCP ad, and mentioning any antitobacco TV ad.

Table 19: Significance Test Results for Unaided Recall of TV Ads

Advertisement	Overall %[a]	Significant Difference(s)
Project Filter (any)	20.7	Young adults in Northern Idaho were much less likely than those in Southwestern and Southeastern Idaho to mention a Project Filter TV ad (10.6%, 22.6%, and 23.9%, respectively) Older young adults (ages 21–24) were nearly twice as likely as younger adults to mention a Project Filter TV ad (25.6% and 14.6%, respectively) Young adults with educational attainment above high school were about twice as likely as those with high school or less to mention a Project Filter TV ad (28.0% and 14.3%, respectively)
Grim Reaper (any)	10.8	Older young adults (ages 21–24) were nearly twice as likely as younger adults to mention a Grim Reaper TV ad (13.6% and 7.3%, respectively) Young adults with educational attainment above high school were over twice as likely as those with high school or less to mention a Grim Reaper TV ad (16.3% and 6.2%, respectively)
Project Filter (mention)	8.0	Older young adults (ages 21–24) were twice as likely as younger adults to mention "Project Filter" in describing an ad they had seen (10.2% and 5.1%, respectively) Young adults with educational attainment above high school were nearly twice as likely as those with high school or less to mention "Project Filter" in describing an ad they had seen (10.2% and 5.9%, respectively) White non-Hispanic young adults were more likely than others to mention "Project Filter" in describing an ad they had seen (9.0% and 1.3%, respectively)
T-Shirt (any)	3.8	Young adults not living with their parents were over twice as likely to mention a T-Shirt TV ad than those who were living with their parents (6.4% and 2.2%, respectively)
Chuck (any)	3.1	Older young adults (ages 21–24) were much more likely than younger adults to mention a Chuck TV ad (5.1% and 0.7%, respectively) Young adults who were not students were more likely than students to mention a Chuck TV ad (4.7% and 1.1%, respectively)
Idaho QuitNet (any)	2.7	Older young adults (ages 21–24) were much more likely than younger adults to mention an Idaho QuitNet TV ad (4.5% and 0.4%, respectively) Young adults who were not students were more likely than students to mention an Idaho QuitNet TV ad (4.1% and 1.1%, respectively)
Idaho QuitNet (mention)	0.3	No significant differences
Only ESD/ITPCP Ad	15.2	Older young adults (ages 21–24) were over twice as likely as younger adults to mention only ESD/ITPCP TV ads (20.5% and 8.8%, respectively) Young adults with educational attainment above high school were over twice as likely as those with high school or less to mention only ESD/ITPCP TV ads (22.3% and 9.0%, respectively)

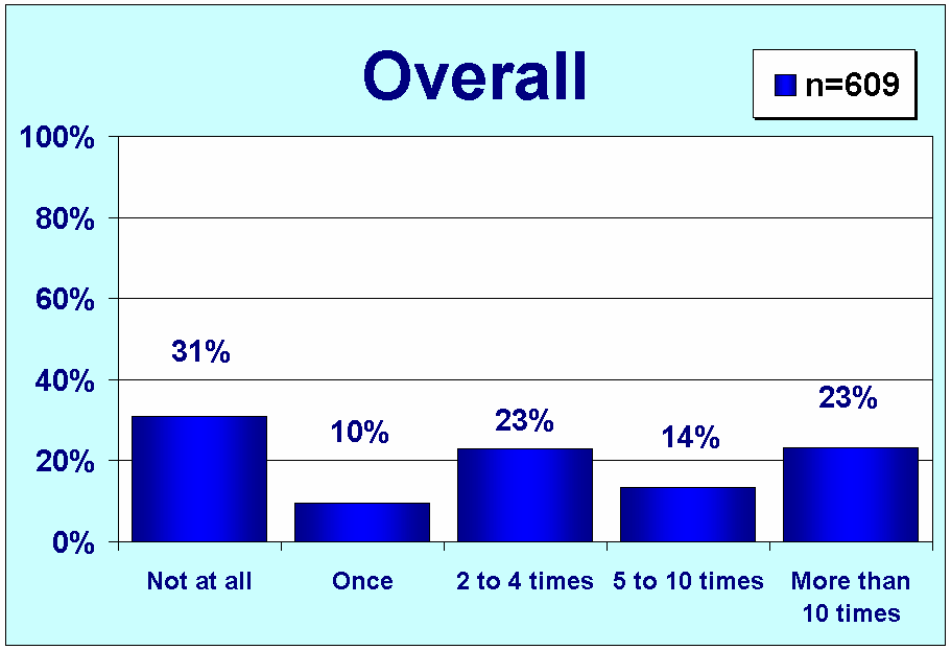
Advertisement	Overall %[a]	Significant Difference(s)
Any ESD/ITPCP Ad	22.4	Young adults in Northern Idaho were much less likely than those in Southwestern and Southeastern Idaho to mention any ESD/ITPCP TV ad (11.4%, 23.7%, and 26.7%, respectively) Older young adults (ages 21–24) were nearly twice as likely as younger adults to mention any ESD/ITPCP TV ad (28.3% and 15.0%, respectively) Young adults with educational attainment above high school were nearly twice as likely as those with high school or less to mention any ESD/ITPCP TV ad (29.7% and 16.1%, respectively)
Any Antitobacco Ad	71.4	Young adults in Southwestern Idaho were more likely than those in Northern or Southeastern Idaho to mention any antitobacco TV ad (77.0%, 70.7%, and 66.7%, respectively)

[a] Overall percentage of young adults who mentioned a specific ad in unaided recall. Denominator includes young adults that said they did not see any antitobacco TV ads in the last 6 months.

How Often Seen a Grim Reaper TV Ad

Interviewers described for respondents a set of TV ads that were part of the 2003 ESD/ITPCP media ad campaign, all of which featured the grim reaper and three young persons. Respondents were then asked how many times they had seen any of those ads in the past 6 months. The results for that item are shown in Figure 26. Overall, 69% of young adults said they had seen a Grim Reaper TV ad at least once in the past 6 months.

Figure 26: How Often Seen Grim Reaper TV Ad



Q200: Over the past 6 months, how many times have you seen any of these ads?
Base: All respondents

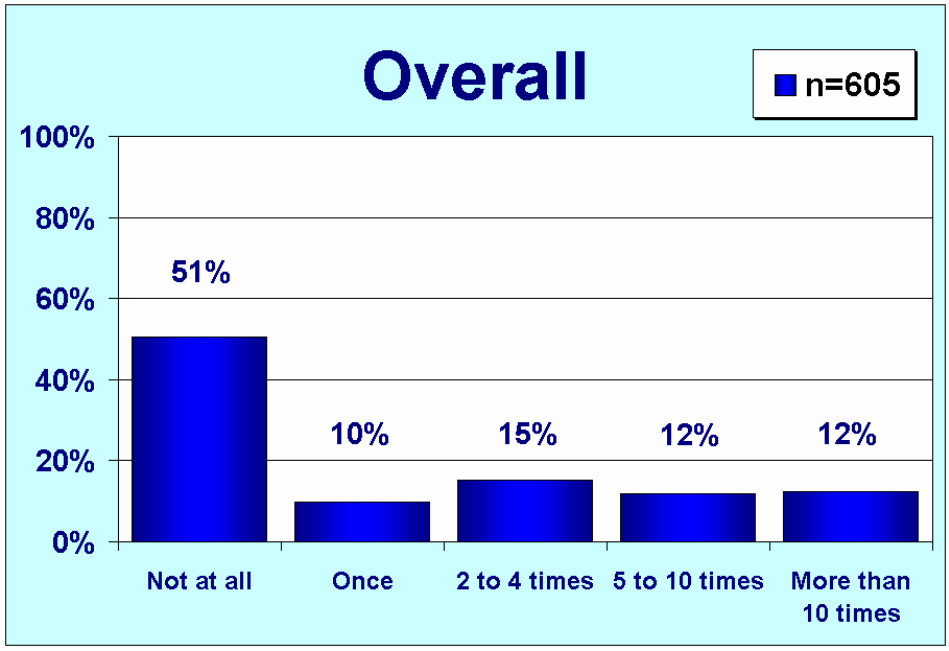
Demographic Differences ($p < .05$)

- Young adults in Northern Idaho were on average likely to have seen a Grim Reaper TV ad less frequently than those in the other two regions of the state.

How Often Seen a T-Shirt TV Ad

Interviewers described for respondents a set of TV ads that were part of the 2003 ESD/ITPCP media ad campaign, all of which featured young persons wearing black T-shirts with antitobacco phrases. Respondents were then asked how many times they had seen any of those ads in the past 6 months. The results for that item are shown in Figure 27. Overall, 49% of young adults said they had seen a T-Shirt TV ad at least once in the past 6 months.

Figure 27: How Often Seen T-Shirt TV Ad



Q205: Over the past 6 months, how many times have you seen any of these ads?
Base: All respondents

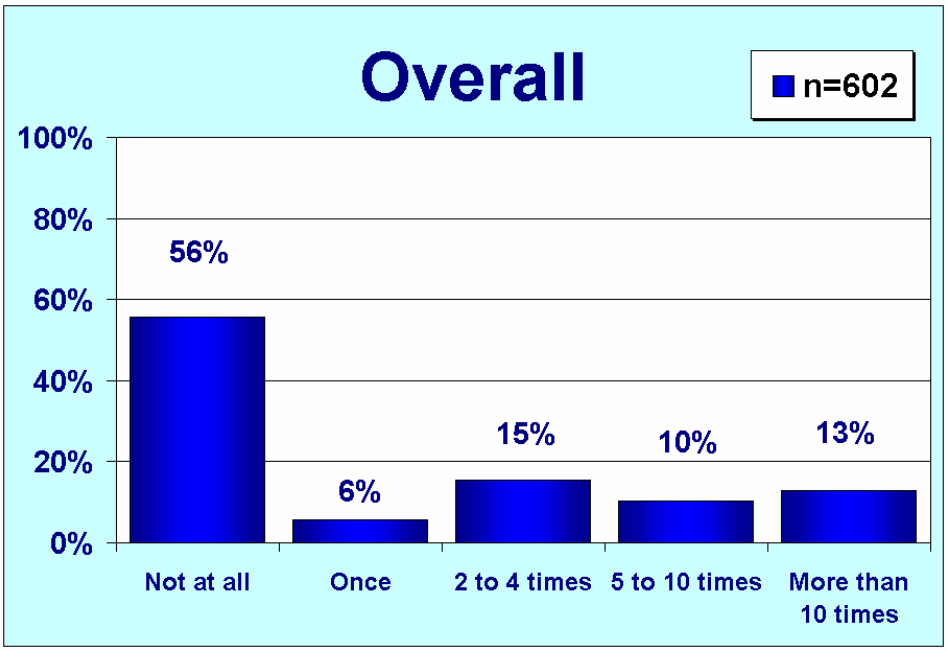
Demographic Differences ($p < .05$)

- Young adults in Northern Idaho were on average likely to have seen a T-Shirt TV ad less frequently than were those in the other two regions of the state.
- On average, young adults with educational attainment of high school or less saw a T-Shirt TV ad more frequently than did those with higher educational attainment.
- Young adults who were not students on average saw a T-Shirt TV ad more frequently than did students.

How Often Seen a Chuck TV Ad

Interviewers described for respondents two TV ads that were part of the 2003 ESD/ITPCP media ad campaign, both of which featured a character named Chuck. Respondents were then asked how many times they had seen either of those ads in the past 6 months. The results for that item are shown in Figure 28. Overall, 44% of young adults said they had seen a Chuck TV ad at least once in the past 6 months.

Figure 28: How Often Seen Chuck TV Ad



Q210: Over the past 6 months, how many times have you seen either of these ads?
Base: All respondents

Demographic Differences ($p < .05$)

- Young adults in Northern Idaho were on average likely to have seen a Chuck TV ad less frequently than were those in the other two regions of the state.
- On average, women recalled seeing a Chuck TV ad more frequently than men did.
- Young adults in households with incomes of $15,000 or more on average saw a Chuck TV ad more frequently than did those in households with lower incomes.
- Young adults who were not students on average saw a Chuck TV ad more frequently than did students.
- On average, young adults not living with their parents saw a Chuck TV ad more frequently than did those living with their parents.

Discussion of Television Media Ads

The television media component of the 2003 Tobacco Counter Marketing Program targeted to young adults (ages 18–24) involved two programs: Project Filter and Idaho QuitNet. Two ad series ("Grim Reaper" and "T-Shirt") represented Project Filter and one ("Chuck") represented Idaho QuitNet. The Grim Reaper series included four ads, the T-Shirt series included eight ads, and the Chuck series included two ads—totalling14 ads. These were scheduled to run during FY 2003 as shown in Table 20.

Table 20: Television Ad Schedule

Television Ads	Dates
Idaho QuitNet: "Chuck: Toilet"	Week of November 18, 2002 Week of December 30, 2002
Project Filter: "T-Shirt"	Week of January 30, 2003–Week of March 10, 2003
Project Filter: "Grim Reaper"	Week of March 17, 2003–Week of March 31, 2003 Week of April 14, 2003–Week of May 26, 2003
Idaho QuitNet: "Chuck: Sex"	Week of April 7, 2003–Week of April 14, 2003 Week of May 12, 2003 Week of June 9, 2003

Overall, 88% of Idaho young adults said they had heard an antitobacco TV ad over the past 6 months with a frequency of more than "none at all," and 71% described a specific antitobacco television ad they had seen during the past 6 months.

Of the television ads that were a part of the campaign, the Project Filter series—particularly the Grim Reaper ad—and the phrase "Project Filter" were the most memorable. The Grim Reaper ads were in the most recent flights at the point of the survey interview, so this result may to some extent reflect the recency of exposure to the ad as much as its memorable qualities.

Of all Idaho young adults, 22.4% identified one of the ESD/ITPCP television ads in unaided recall, and 15.2% identified only ESD/ITPCP ads. Using unaided recall as a basis for comparison with other antitobacco television ads, the television ad component of the 2003 Tobacco Counter Marketing Program represents 31% of overall unprompted ad awareness. The ESD/ITPCP campaign ads were the only ones recalled by 21% of young adults who recalled any antitobacco ads. Thus, the 2003 television ad component can be said to account for roughly 25% of the impact of all antitobacco television ads running in Idaho during the same period.

Although 10.8% of Idaho young adults recalled seeing a Grim Reaper ad unprompted, 69% said they had seen the one of the ads at least once when it was described to them. The Grim Reaper ads were most likely to be mentioned in unaided recall by older respondents (21 to 24) and by those with educational attainment above high school.

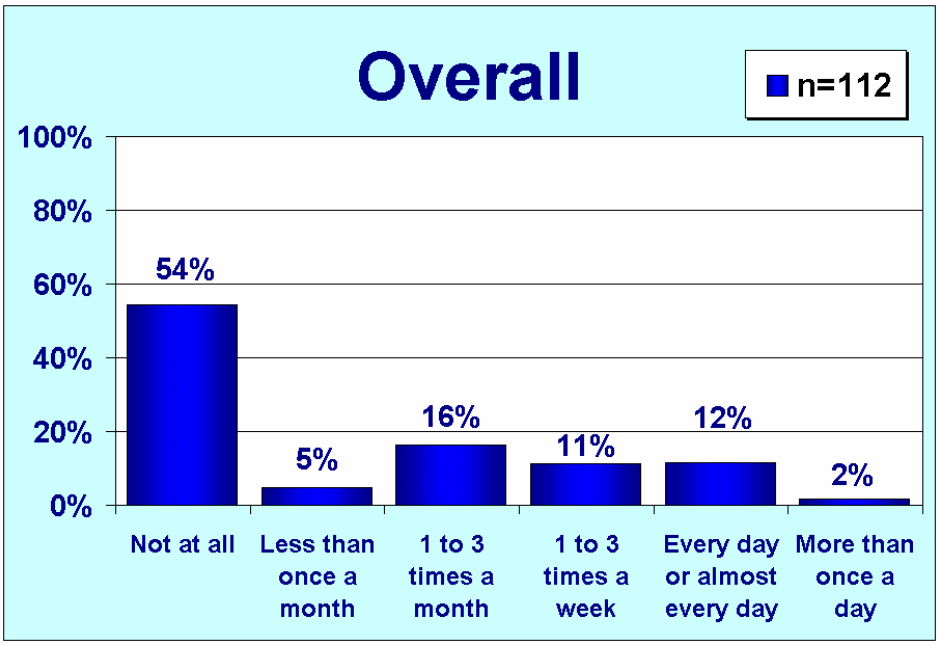
T-Shirt ads showed 3.8% unaided but 49% prompted awareness. The T-Shirt ads were most likely to be mentioned in unaided recall by those not living with their parents.

Chuck ads had 3.1% unaided but 44% prompted awareness. Older young adults (21 to 24) and nonstudents were the most likely to mention a Chuck ad in unaided recall.

Have Seen Bus Bench Ad Against Smoking and Tobacco

Young Adults were asked how frequently they had seen a bus bench ad with a message against smoking and tobacco. The results for this item are shown in Figure 29. For some analyses, the obtained frequency distribution of Q165 was further recoded into four response categories: *Infrequent (*Not at all and Less than once a month*), 1 to 3 times a month, 1 to 3 times a week,* and *Daily (*Every day and More than once a day).

Figure 29: Frequency of Seeing Bus Bench Ad



165: Over the past 6 months, how frequently have you seen a bus bench ad with a message against smoking and tobacco?
Base: All respondents

Demographic Differences ($p < .05$)

- No systematic relation was obtained between Q155 and respondents' age [χ^2 (3) = 4.98, $p > .05$], gender [χ^2 (3) = 0.36, $p > .05$], education [χ^2 (3) = 5.69, $p > .05$], race [χ^2 (3) = 7.40, $p > .05$], income [χ^2 (3) = 1.98, $p > .05$], student status [χ^2 (3) = 1.73, $p > .05$], and living arrangements [χ^2 (3) = 1.64, $p > .05$].

Unaided Recall of Bus Bench Ads

The questionnaire next asked those respondents who had seen a bus bench ad with a message against smoking and tobacco over the past 6 months to describe up to four of those ads. Interviewers coded the responses into the ESD/IDHW ad list and recorded the responses verbatim for ads that were not on the list (those responses can be found in Appendix C). The results are shown in Table 21. Because respondents could mention more than one ad, the total number of responses is greater than the number of respondents in the sample.

Table 21: Unaided Recall of Bus Bench Ads

	Frequency	Percent of Responses	Percent of Cases
Other1	19	41.2	44.8
Death kills 5 out of every 5 dead smokers	***11***	***24.1***	***26.2***
Project filter (nonspecific)	***9***	***20.8***	***22.6***
It's not a choice. It's a lung	***3***	***6.0***	***6.5***
Drag puff ghack wheeze croak	***2***	***4.0***	***4.3***
Surgeon General's warning: death can be harmful	***1***	***2.5***	***2.7***
Other2	1	1.5	1.6
Total	45	100.0	108.6

Q170: Please describe one of the antitobacco bus bench ads you have seen over the past 6 months.
Base: Respondents who had seen a bus bench ad about tobacco over past 6 months.

Because the unaided recall counts for most of the ESD/ITPCP bus bench ads were small, the ability to analyze demographic differences is limited. Table 22 lists the significant demographic differences that were detectable by chi-square tests for mentioning individual ESD/ITPCP ads, mentioning any ESD/ITPCP ad, and mentioning any antitobacco bus bench ad.

Table 22: Significance Test Results for Unaided Recall of Bus Bench Ads

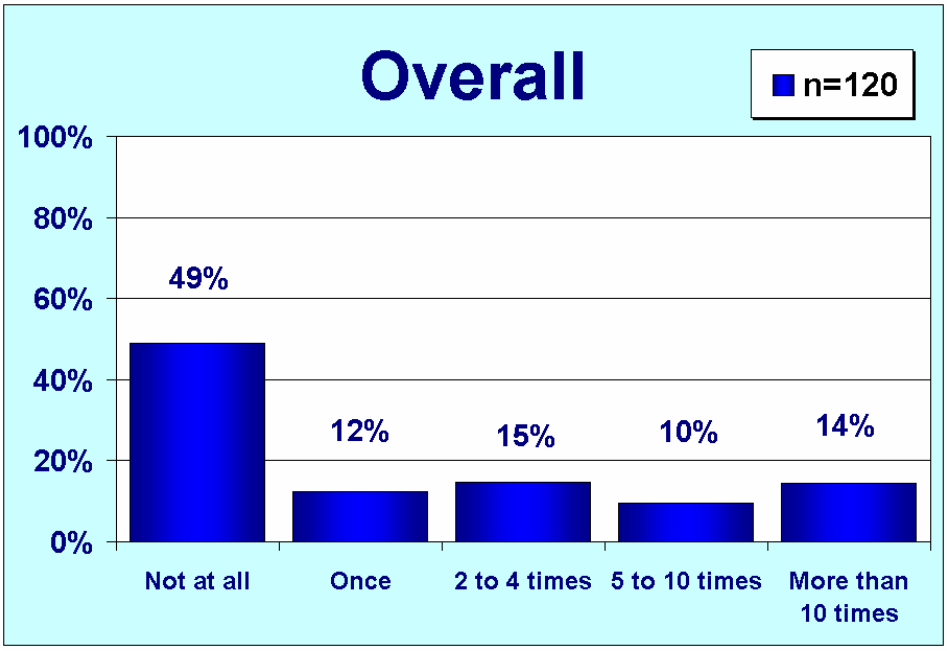
Advertisement	Overall %[a]	Significant Difference(s)
Project Filter (any ESD)	21.2	No significant differences
Only ESD/ITPCP Ad	20.5	No significant differences
Any Antitobacco Ad	37.1	No significant differences

[a] Overall percentage of young adults who mentioned a specific ad in unaided recall. Denominator includes young adults that said they did not see any antitobacco bus bench ads in the last 6 months.

How Often Seen a Project Filter Bus Bench Ad

Interviewers described for respondents in the Southwestern market area a set of bus bench ads that were part of the 2003 ESD/ITPCP media ad campaign in the Boise area, all of which featured antitobacco phrases and Project Filter. Respondents were then asked how many times they had seen any of those ads in the past 6 months. The results for that item are shown in Figure 30. Overall, 51% of young adults said they had seen a Project Filter bus bench ad at least once in the past 6 months.

Figure 30: How Often Seen Project Filter Bus Bench Ad



Q215: Over the past 6 months, how many times have you seen any of these ads on a bus bench?
Base: All respondents

Demographic Differences ($p < .05$)

- No statistically significant differences were found between demographic groups in the frequency with which they said they saw a Project Filter bus bench ad.

Discussion of Bus Bench Media Ads

The bus bench media component of the 2003 Tobacco Counter Marketing Program targeted to young adults (ages 18–24) represented the Project Filter program. The series included five ads, each with a separate antitobacco message. These ads were only deployed in the Boise area and were scheduled to run during FY 2003 from the week of January 27, 2003, through the week of June 23, 2003.

Overall, 46% of Idaho young adults said they had seen an antitobacco bus bench ad over the past 6 months with a frequency of more than "none at all," and 37% described a specific antitobacco bus bench ad they had seen during the past 6 months.

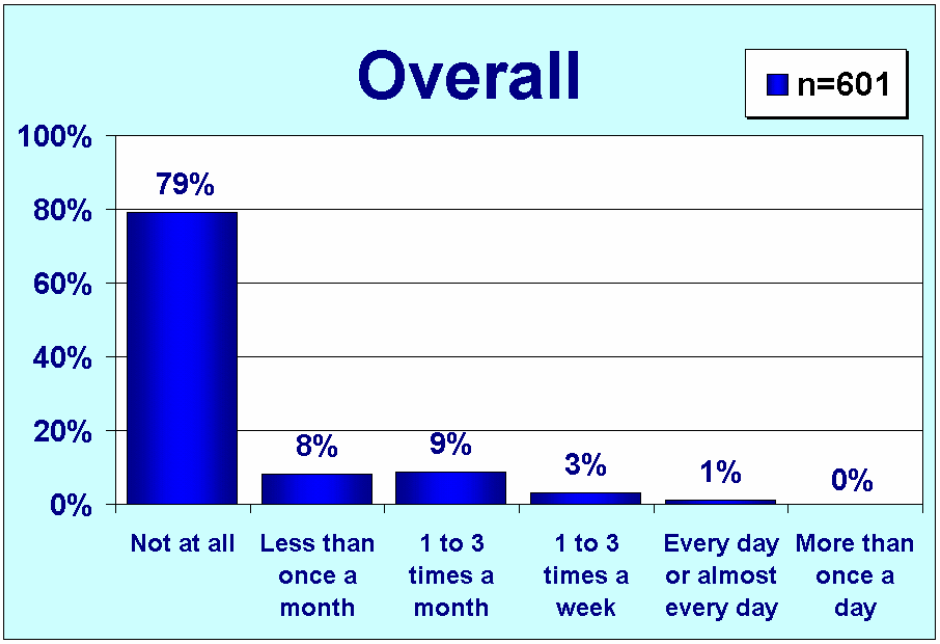
Of all Idaho young adults, 21.2% identified one of the ESD/ITPCP bus bench ads in unaided recall, and 20.5% identified only ESD/ITPCP ads. Using unaided recall as a basis for comparison with other antitobacco bus bench ads, the bus bench ad component of the 2003 Tobacco Counter Marketing Program represents 57% of overall unprompted ad awareness. The ESD/ITPCP campaign ads were also the only ones recalled by 55% of young adults who recalled any antitobacco ads. Thus, the 2003 bus bench ad component can be said to account for roughly 56% of the impact of all antitobacco bus bench ads running in Idaho during the same period.

Though only 21% of Idaho young adults recalled seeing an ESD/ITPCP bus bench ad unprompted, 51% said they had seen the one of the ads at least once when it was described to them.

Have Seen Newspaper Ad Against Smoking and Tobacco

Respondents were asked how frequently they have seen an ad in a newspaper (including campus and alternative newspapers) with a message against smoking and tobacco. The results of this item are shown in Figure 31. For some analyses, the obtained frequency distribution of Q175 was further recoded into four response categories: *Infrequent (*Not at all and Less than once a month*), 1 to 3 times a month, 1 to 3 times a week,* and *Daily (*Every day and More than once a day).

Figure 31: Frequency Seeing Newspaper Ad



Q175: Over the past 6 months, how frequently have you seen an ad in a newspaper—including campus and alternative newspapers—with a message against smoking and tobacco?
Base: All respondents

Demographic Differences ($p < .05$)

- Although statistically significant relations were obtained between Q175 and media market [χ^2 (6) = 12.57, $p < .05$] and respondent race [χ^2 (3) = 33.96, $p < .05$], too many of the cells of the crosstabulations were below the minimum expected cell size for reliable interpretation of the results.

- No systematic relation was obtained between Q175 and respondents' age [χ^2 (3) = 2.53, $p > .05$], gender [χ^2 (3) = 1.39, $p > .05$], educational attainment [χ^2 (3) = 0.28, $p > .05$], income [χ^2 (3) = 3.49, $p > .05$], student status [χ^2 (3) = 0.66, $p > .05$], and living arrangements [χ^2 (3) = 1.44, $p > .05$].

Unaided Recall of Newspaper Ads

The questionnaire next asked those respondents who had seen a newspaper ad with a message against smoking and tobacco over the past 6 months to describe up to four of those ads. Interviewers coded the responses into the ESD/IDHW ad list and recorded the responses verbatim for ads that were not on the list (those responses can be found in Appendix C). The results are shown in Table 23. Because respondents could mention more than one ad, the total number of responses is greater than the number of respondents in the sample.

Table 23: Unaided Recall of Newspaper Ads

	Frequency	Percent of Responses	Percent of Cases
Other1	47	77.5	82.6
Project filter (nonspecific)	***6***	***9.6***	***10.2***
Other2	3	5.1	5.4
Death kills 5 out of every 5 dead smoker	***3***	***4.3***	***4.6***
Surgeon General's warning: death can be	***1***	***2.5***	***2.6***
It's not a choice. It's a lung	***1***	***1.1***	***1.2***
Total	60	100.0	106.6

Q180: Please describe one of the antitobacco newspaper ads you have seen over the past 6 months.
Base: Respondents that had seen a newspaper ad about tobacco over past 6 months

Because the unaided recall counts for most of the ESD/ITPCP newspaper ads were small, the ability to analyze demographic differences is limited. Table 24 lists the significant demographic differences that were detectable by chi-square tests for mentioning individual ESD/ITPCP ads, mentioning any ESD/ITPCP ad, and mentioning any antitobacco newspaper ad.

Table 24: Significance Test Results for Unaided Recall of Newspaper Ads

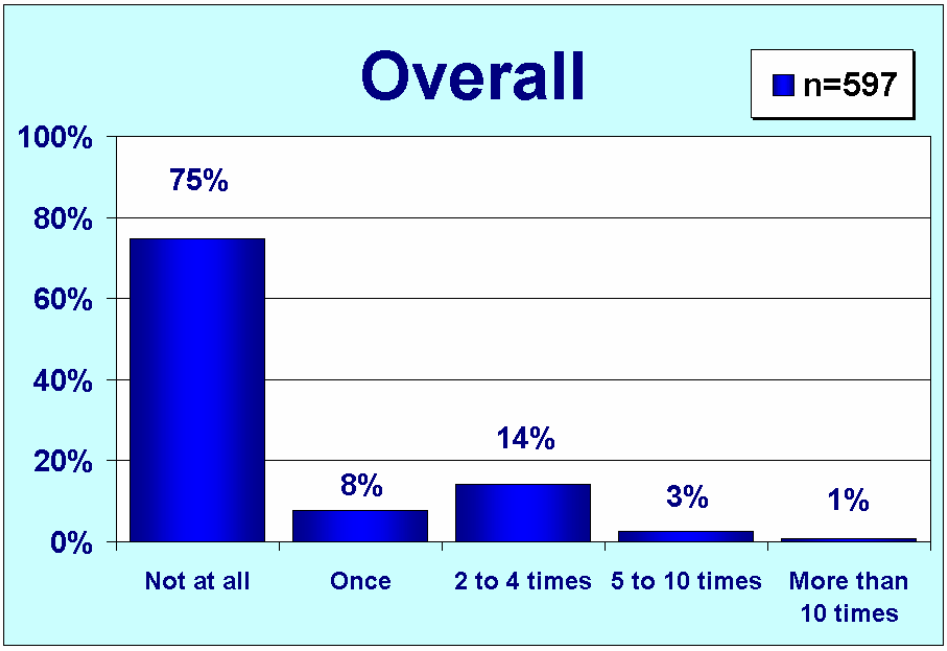
Advertisement	Overall %[a]	Significant Difference(s)
Project Filter (any ESD)	1.8	No significant differences
Only ESD/ITPCP Ad	1.6	No significant differences
Any Antitobacco Ad	9.4	No significant differences

[a] Overall percentage of young adults who mentioned a specific ad in unaided recall. Denominator includes young adults that said they did not see any antitobacco newspaper ads in the last 6 months.

How Often Seen a Project Filter Newspaper Ad

Interviewers described for respondents a set of newspaper ads that were part of the 2003 ESD/ITPCP media ad campaign, all of which featured antitobacco phrases and Project Filter. Respondents were then asked how many times they had seen any of those ads in the past 6 months. The results for that item are shown in Figure 61. Overall, 25% of young adults said they had seen a Project Filter newspaper ad at least once in the past 6 months.

Figure 32: How Often Seen Project Filter Newspaper Ad



Q220: Over the past 6 months, how many times have you seen any of these ads in a newspaper?
Base: All respondents

Demographic Differences ($p < .05$)

- Younger respondents (ages 18–20) on average saw a Project Filter newspaper ad more frequently than did older respondents (ages 21–24).

- Respondents who were students on average saw a Project Filter newspaper ad more frequently than did nonstudents.

Discussion of Newspaper Media Ads

The newspaper media component of the 2003 Tobacco Counter Marketing Program targeted to young adults (ages 18–24) involved the Project Filter program. The series included four ads. These were scheduled to run during FY 2003 as shown in Table 25.

Table 25: Newspaper Ad Schedule

Newspapers	Dates
College	Week of February 3, 2003–Week of April 28, 2003
Alternative	Week of February 3, 2003–Week of April 28, 2003
Hispanic	Week of February 24, 2003–Week of May 26, 2003
Native American	Week of February 3, 2003–Week of June 23, 2003

Overall, 21% of Idaho young adults said they had seen an antitobacco newspaper ad over the past 6 months with a frequency of more than "none at all," and 9% described a specific antitobacco newspaper ad they had seen during the past 6 months.

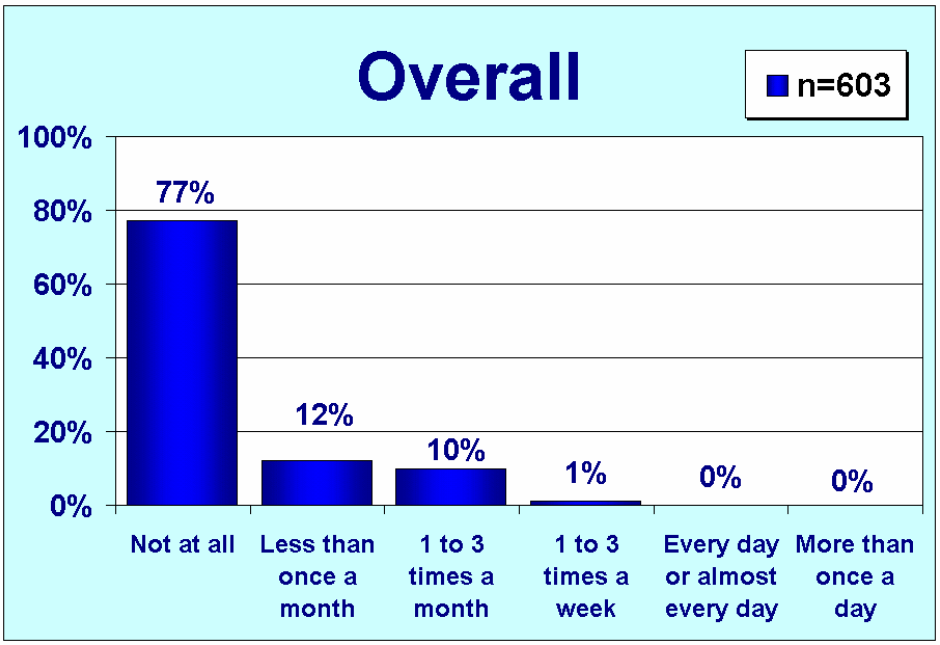
Of all Idaho young adults, 1.8% identified one of the ESD/ITPCP newspaper ads in unaided recall, and 1.6% identified only ESD/ITPCP ads. Using unaided recall as a basis for comparison with other antitobacco newspaper ads, the newspaper ad component of the 2003 Tobacco Counter Marketing Program represents 19% of overall unprompted ad awareness. The ESD/ITPCP campaign ads were the only ones recalled by 17% of young adults who recalled any antitobacco ads. Thus, the 2003 newspaper ad component can be said to account for roughly 18% of the impact of all antitobacco newspaper ads running in Idaho during the same period.

Although less than two percent of Idaho young adults recalled seeing an ESD/ITPCP newspaper ad unprompted, 25% said they had seen the one of the ads at least once when it was described to them.

Have Seen a Cinema Slide Against Smoking and Tobacco

Respondents were asked how frequently they have seen an ad on a cinema slide with a message against smoking and tobacco. The results of this item are shown in Figure 33. For some analyses, the obtained frequency distribution of Q185 was further recoded into two response categories: *Did not see ad (*Not at all) and *Seen ad* (Less than once a month to More than once a day).

Figure 33: Frequency Seeing Cinema Slide



Q185: In the past 6 months, how frequently have you seen an ad on a slide at a movie theater with a message or picture against smoking and tobacco?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents ages *18–20* years old were more likely than expected to have seen a antitobacco cinema slide (29%) compared to respondents ages *21–24* years old (18%) [χ^2 (3) = 9.12, $p < .05$].

- *Female* respondents were more likely than expected to have seen an antitobacco cinema slide (27%) compared to male respondents (19%) [χ^2 (1) = 5.29, $p < .05$].

- Respondents who identified themselves as *Other than White* were more likely than expected to have seen an antitobacco cinema slide (35%) compared to respondents who identified themselves as *White* (22%) [χ^2 (1) = 5.94, $p < .05$].

- Respondents who did *live with their parents* were more likely than expected to have seen an antitobacco cinema slide (27%) compared to respondents who did not *live with their parents* (18%) [χ^2 (1) = 5.88, $p < .05$].

- No systematic relation was obtained between Q185 and media market [χ^2 (2) = 2.42, p > .05], respondents' educational attainment [χ^2 (1) = 0.20, p > .05], income [χ^2 (1) = 0.84, p > .05], and student status [χ^2 (1) = 0.96, p > .05].

Unaided Recall of Cinema Slide Ads

The questionnaire next asked those respondents who had seen a cinema slide with a message against smoking and tobacco over the past 6 months to describe up to four of those ads. Interviewers coded the responses into the ESD/IDHW ad list and recorded the responses verbatim for ads that were not on the list (those responses can be found in Appendix C). The results are shown in Table 26. Because respondents could mention more than one ad, the total number of responses is greater than the number of respondents in the sample.

Table 26: Unaided Recall of Cinema Slide

	Frequency	Percent of Responses	Percent of Cases
Other1	59	90.7	94.2
Cigarette	***2***	***2.7***	***2.8***
Other2	2	2.7	2.8
Idaho QuitNet (nonspecific)	***1***	***1.7***	***1.7***
Shoe	***1***	***1.2***	***1.3***
Other3	1	1.0	1.1
Total	65	100.0	103.9

Q190: Please describe one of the antitobacco ads you have seen on the screen in a movie theater over the past 6 months.
Base: Respondents that have seen a cinema slide about tobacco over the past 6 months

Table 27 lists the significant demographic differences that were detectable by chi-square tests for mentioning individual ESD/ITPCP ads, mentioning any ESD/ITPCP ad, and mentioning any antitobacco cinema slide ad.

Table 27: Significance Test Results for Unaided Recall of Cinema Slide Ads

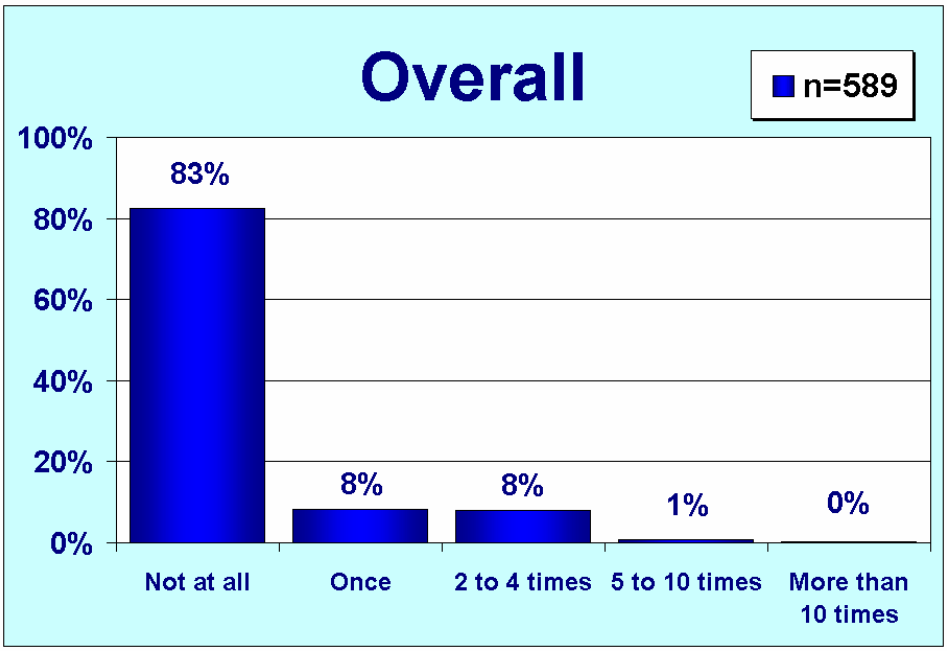
Advertisement	Overall %[a]	Significant Difference(s)
Idaho QuitNet (any ESD)	0.6	Hispanic and non-White young adults were more likely than White non-Hispanic respondents to mention an Idaho QuitNet cinema slide ad (3.8% and 0.2%, respectively)
Only ESD/ITPCP Ad	0.6	Hispanic and non-White young adults were more likely than White non-Hispanic respondents to mention only ESD/ITPCP antitobacco cinema slide ads (3.8% and 0.2%, respectively)
Any Antitobacco Ad	10.4	Younger adults (ages 18–20) were more likely to mention any antitobacco cinema slide ad than were older respondents (14.8% and 6.6%, respectively) Hispanic and non-White young adults were more likely than White non-Hispanic respondents to mention any antitobacco cinema slide ad (21.5% and 8.6%, respectively)

[a] Overall percentage of young adults who mentioned a specific ad in unaided recall. Denominator includes young adults that said they did not see any antitobacco cinema slide ads in the last 6 months.

How Often Seen an Idaho QuitNet Movie Slide Ad

Interviewers described for young adults a set of movie slide ads that were part of the 2003 ESD/ITPCP media ad campaign, all of which featured antitobacco images and Idaho QuitNet. Respondents were then asked how many times they had seen any of those ads in the past 6 months. The results for that item are shown in Figure 34. Overall, 17% of young adults said they had seen an Idaho QuitNet movie slide ad at least once in the past 6 months.

Figure 34: How Often Seen Idaho QuitNet Movie Slide Ad



Q225: Over the past 6 months, how many times have you seen any of these ads on a slide in a movie theater?
Base: All respondents

Demographic Differences ($p < .05$)

- On average, younger adults (ages 18–20) saw an Idaho QuitNet movie slide ad more frequently then did older adults (ages 21–24).

Discussion of Cinema Slide Media Ads

The cinema slide media component of the 2003 Tobacco Counter Marketing Program targeted to young adults (ages 18–24) involved the Idaho QuitNet program. The series included three ads. These were scheduled to run during FY 2003 as shown in Table 28.

Table 28: Cinema Slide Ad Schedule

Slides	Dates
"Scissors"	Week of November 25, 2002–Week of December 23, 2002 Week of February 24, 2003–Week of March 24, 2003 (Twin Falls only)
"Shoe"	Week of December 30, 2002–Week of January 20, 2003 Week of March 31, 2003–Week of April 21, 2003 (Twin Falls only)
"Cigarette"	Week of January 27, 2003–Week of February 17, 2003 Week of April 28, 2003–Week of May 19, 2003 (Twin Falls only)

Overall, 23% of Idaho young adults said they had seen an antitobacco cinema slide ad over the past 6 months with a frequency of more than "none at all," and 10% described a specific antitobacco slide they had seen during the past 6 months.

Of all Idaho young adults, 0.6% identified one of the ESD/ITPCP cinema slide ads in unaided recall; the same percentage identified only ESD/ITPCP ads. Using unaided recall as a basis for comparison with other antitobacco slide ads, the slide ad component of the 2003 Tobacco Counter Marketing Program represents 6% of overall unprompted ad awareness. The ESD/ITPCP campaign ads were the only ones recalled by 6% of young adults who recalled any antitobacco ads. Thus, the 2003 slide ad component can be said to account for roughly 6% of the impact of all antitobacco slide ads running in Idaho during the same period.

Although less than one percent of Idaho young adults recalled seeing an ESD/ITPCP cinema slide ad unprompted, 17% said they had seen the one of the ads at least once when it was described to them.

Media Ad Campaign and Behavior Related to Tobacco

One of the goals of the 2003 Tobacco Counter Marketing Program was to promote the discussion of tobacco among Idaho young adults. Is there a detectable association between young adults' recall of ads and whether or not they talked with someone about tobacco? Two items discussed earlier in this report measured aspects of talk about tobacco:

- In the last 6 months, about how often did you talk with anyone about smoking or tobacco? (Q135)

- Would you say your talk was mostly negative about tobacco, mostly positive about tobacco, or neutral about it? (Q140)

The distributions of young adults' answers to these questions are shown in Figure 50 and Figure 51, respectively.

Ad Recall and Talking with Others about Smoking

A number of significant associations were found between media behavior, unaided recall, and the amount of talking with someone about smoking or tobacco that young adults had done in the last 6 months.

Media Differences ($p < .05$)

For young adults, the amount of talking with someone about smoking or tobacco is positively associated with:

- Light TV viewing, compared with moderate TV viewing (Q005)
- Frequency of having heard an antitobacco radio ad in past 6 months (Q145)
- Unaided recall of any non-ESD/ITPCP radio ad (OTHRADIO)
- Unaided recall of only non-EDS/ITPCP radio ads (OTHREXCL)
- No unaided recall of "Grim Reaper" TV ad (TV01)
- Mention of Idaho QuitNet in unaided recall of TV ad (TV06)
- No unaided recall of "Project Filter" bus bench ad (BB1)
- No unaided recall of any ESD/ITPCP bus bench ad (ESD_BB)
- No unaided recall of only ESD/ITPCP bus bench ads (ESDBEXCL)
- No unaided recall of "Project Filter" newspaper ad (NP01)
- No unaided recall of only ESD/ITPCP newspaper ads (ESDNEXCL)

Summary. Unaided recall by young adults of ads in the 2003 ESD/ITPCP campaign tended to have a negative association in some regards, and no association in others, with frequency of talking about tobacco. Only one positive association was found. Young adults that recalled seeing an Idaho QuitNet TV ad (without prompting) were more likely to talk more frequently with someone else about smoking and tobacco than did those who did not have unaided recall of it.

Tobacco Differences ($p < .05$)

For young adults, the amount of talking with someone about smoking or tobacco is positively associated with:

- Having smoked a whole cigarette (Q025)
- Having smoked cigarettes on each of the past 30 days, compared with having smoked on more than one day but less than 30 days (Q070)
- Having smoked 16 or more cigarettes a day (on the days when smoking cigarettes), compared with having smoked between 9 and 15 cigarettes a day (Q075)
- At least one adult in the household who smokes a tobacco product (Q100)
- 2 or more of the 4 people outside the household with whom the young adult spends most of their time who smoke a tobacco product (Q105)
- At least one brother or sister who smokes a tobacco product (Q110)
- Having quit smoking intentionally for one day or longer during the past 12 months because they were trying to quit smoking (Q120)

Summary. On average, young adults in several categories talked more frequently with someone about smoking or tobacco than did other young adults. These included persons who were experienced with smoking, those who were currently engaged in it the most intensively, those who were exposed to it inside and outside the household, and those who had tried quitting over the past 12 months.

Ad Recall and Attitude of Talk about Tobacco

Several significant associations were found between media behavior, ad recall, and the attitude of the talk in which young adults had engaged in the six months preceding the survey interview. Here, a "positive" association refers to the likelihood of having a "mostly negative" attitude toward tobacco, and a "negative" association refers to the likelihood of having a "neutral" or "mostly positive" attitude in young adult's talk with others.

Media Differences ($p < .05$)

For young adults, having a greater negative (or less positive) attitude toward smoking or tobacco in talk with others is positively associated with:

- Light TV viewing (Q005)
- Light radio listening, compared with heavy listening (Q010)
- No unaided recall of TV ad mentioning "Idaho QuitNet" (TV06)
- Having seen any antitobacco newspaper ad at least once (Q175)
- Unaided recall of a "Project Filter" (any ESD/ITPCP) newspaper ad (NP01)

- Unaided recall of only ESD/ITPCP newspaper ads (ESDNEXCL)

Summary. For young adults, two positive associations with the attitude of talk about tobacco stand out. First, light consumers of broadcast media (radio and TV) were more likely than those with heavier usage were to tend negative in their attitudes. Second, those with unaided recall of the 2003 ESD/ITPCP antitobacco newspaper ads also tended more negatively in attitude toward tobacco than did those who did not recall it unprompted. This suggests that print rather than broadcast media channels are reaching those young adults in Idaho that engage in relatively negative talk about smoking.

Tobacco Differences ($p < .05$)

For young adults, having a greater negative (or less positive) attitude toward smoking or tobacco in talk with others is positively associated with:

- Having ever smoked a whole cigarette (Q025)
- Usually smoking the first cigarette between a half hour and one hour after awakening in the morning, compared with one hour or more (Q085)
- Having considered reducing the number of cigarettes smoked per day in the past six months (Q090)
- No adults in the household who smoke a tobacco product, compared with two or more adults (Q100)
- None of the four people outside the household with whom the young adult spends most of their time who smoke a tobacco product, compared with all four who smoke (Q105)

Summary. Young adults who showed greater negative attitude toward smoking and tobacco in their talk about tobacco tended to be experienced with smoking, had recently considered reducing their cigarette intake, and who spent most of their time with adults who did not smoke.

Ad Recall and Smoking Status

One of the goals of the 2003 Tobacco Counter Marketing Program was to promote quitting and prevent the initiation of tobacco use among young people in Idaho. Are there detectable associations between young adults' recall of ads and their smoking status (see Figure 22)?

A number of significant associations were found between media behavior, ad recall, and the young adult's smoking status in the 2002 study.

Media Differences ($p < .05$)

- "Current frequent smoker" was the most likely smoking status to be a heavy TV viewer (Q005). The "never smoked" category was the most likely to be a light TV viewer.

- "Current frequent smoker" was the most likely smoking status to be a heavy radio listener (Q010), followed by "current occasional smoker." The "never smoked" category was the least likely to be a heavy listener.

- "Current frequent smoker" was the smoking status associated most strongly with having heard an antitobacco radio ad almost every day to more than once a day (Q145), followed by "current occasional smoker." The "never smoked" category was the most likely to have heard antitobacco radio ads not at all, less than once a month, or only 1 to 3 times a month.

- "Current frequent smoker" was the smoking status associated most strongly with having seen an antitobacco TV ad almost every day to more than once a day (Q145), followed by "current occasional smoker." The "never smoked" category was the most likely to have heard antitobacco TV ads only 1 to 3 times a month.

- Current smokers were more likely than former/infrequent smokers and those who had never smoked to mention a "Project Filter" (any ESD/ITPCP) bus bench ad in unaided recall (BB1), and to mention only ESD/ITPCP bus bench ads (ESDBEXCL).

Summary. Among young adults in Idaho, current smokers were the heaviest users of the broadcast media (radio and TV). This is reflected in the finding that current smokers indicate the highest frequency of having heard/seen antitobacco ads on radio and TV. They also had higher unaided recall of bus bench ads that were part of the 2003 ESD/ITPCP media ad campaign. This suggests that the radio, TV, and bus bench components of the 2003 campaign reached this important subgroup in a targeted fashion.

Comparisons with Previous Media Ad Campaign Evaluations

This study is the first follow-up survey to the 2002 baseline survey to collect data from Idaho young adults in an effort to evaluate the 2003 antitobacco media ad campaign. One of the goals of this year's evaluation is—where comparable data have been collected—to analyze change since 2002.

On this year's questionnaire, numerous items were measured that are comparable with those collected for the 2002 baseline survey. Here we show comparisons most important to the goals of the media ad campaign. The measurement of reading a campus or alternative newspaper and smoking status was identical across the two years. Table 29 shows the wordings of two items that collected similar, but not identical, information in 2002 and 2003.

Table 29: Comparable Items on 2002 and 2003 Survey Questionnaires

2002 Item Wording	2003 Item Wording
In the last two months, have you seen any commercials on the radio against smoking? Would you say you saw . . . *Response categories:* • A lot • A few • None	Over the past 6 months, how frequently have you heard a radio commercial or ad with a message against smoking and tobacco? Would you say . . . (Q145) *Response categories:* • Not at all • Less than once a month • 1 to 3 times a month • 1 to 3 times a week • Every day or almost every day • More than once a day
In the last two months, have you seen any commercials on TV against smoking? Would you say you saw . . . *Response categories:* • A lot • A few • None	Over the past 6 months, how frequently have you seen a TV commercial or ad with a message against smoking and tobacco? Would you say . . . (Q155) *Response categories:* • Not at all • Less than once a month • 1 to 3 times a month • 1 to 3 times a week • Every day or almost every day • More than once a day

To compare having heard/seen an antitobacco radio/TV ad, the 2002 items were recoded "no" if the original answer was "none" and "yes" if the answer was "a few" or "a lot." The 2003 items were recoded "no" if the original answer was "not at all" and "yes" if the answer was "less than once a month" to "more than once a day."

Table 30 shows the 2002 and 2003 survey results for the important items available in both years.

Table 30: Comparison of 2002 and 2003 Estimates

Measure	2002 Estimate	95% C.I.[a]	2003 Estimate	95% C.I.[b]
Read campus or alternative newspaper (percent "yes")	56.1	2.6	40.9	3.9
Smoking Status				
• Current frequent smoker (percent)	21.4	2.2	20.8	3.2
• Current occasional smoker (percent)	5.5	1.2	2.8	1.3
• Former smoker (percent)	8.7	1.5	5.7	1.8
• Smoked small amount (percent)	17.0	2.0	14.4	2.8
• Never smoked (percent)	47.5	2.6	56.2	3.9
Seen any antitobacco TV ad (percent "yes")[b]	84.8	1.9	88.1	2.6
Heard any antitobacco radio ad (percent "yes")[b]	68.7	2.4	82.3	3.0

[a] Estimated 95% confidence intervals (±) for binomial proportion assuming a simple random sample
[b] Greater than "none" (in last 2 months) for 2002 and greater than "not at all" over past 6 months for 2003

In 2003, the estimate of young adults that had read a campus or alternative newspaper in the month preceding the survey interview dropped from 56% in 2002 to 41%. It is likely that the timing of the data collection (spring in 2002 and summer in 2003) accounts for much of that difference.

In 2003, a shift in the distribution of smoking status among young adults is evident. The largest shift is in the *never smoked* category, which increased from 48% to 56%. This is offset in large part by small decreases in other categories, particularly *former smoker* (from 9% to 6%) and *current occasional smoker* (from 6% to 3%). The observed decreases for *current frequent smoker* and for *smoked small amount* are not statistically significant.

Caution should be used to interpret the observed differences between 2002 and 2003 in the frequency with which antitobacco ads were seen on TV and heard on radio. In both cases, and especially so for radio, the percentages increased. However, the question wordings (how many vs. how often, two months vs. six months) and the response categories used to record the answers were considerably different. Thus, the observed increases could reflect changes in instrumentation rather than real changes among young adults.

Discussion

The 2003 Tobacco Counter Marketing Campaign Evaluation set out to answer several research questions. Here each one is discussed based on the relevant survey results. Finally, suggestions are provided for future media campaign evaluation efforts.

Research Questions

How effective has the media campaign been based on campaign objectives and media messages for young adults (18- to 24-year-olds) in Idaho?

The FY 2003 Idaho Counter Marketing Program intended to reach young adults in Idaho via multiple media channels with messages that tobacco use is harmful, inconvenient, and socially undesirable. Considering all channels together (radio, television, bus benches, newspapers, and theater slides), 83% of respondents mentioned having seen/heard at least one antitobacco ad in the 6 months preceding the survey interview through unaided recall. For ads run as part of the ESD/ITPCP campaign, 29% of respondents were able to mention them in unaided recall (a very conservative recall test). Virtually no young adults recalled only ads in the ESD/ITPCP campaign, indicating the shared role of the campaign in the larger media message system distributing antitobacco messages to the target population. No specific unaided awareness reach goals were set for the campaign, so these results can best serve as a point of comparison for future evaluation projects.

What conclusions can be drawn to guide message development and delivery to Idaho young adults?

Table 31 compares the results of important demographic and outcome variables across the five channels used in the 2003 antitobacco media ad campaign

Table 31: Comparison of Media Ad Results by Channel

Item	Radio	TV	Bus Bench	Newspaper	Slide
Use at least a little per day on average (%)	92	90	NA	41	NA
Heard/saw ad in past 6 months at least once (%)	82	88	46	21	23
Could describe any ad (unaided) (%)	43	71	37	9	10
Could describe any ESD/ITPCP ad (unaided) (%)	8	22	21	2	1
Heard/saw specific ad (prompted) (%)	Any Project Filter 64	Grim Reaper 69 T-Shirt 49 Chuck 44	Any Project Filter 51	Any Project Filter 25	Any Idaho QuitNet 17

Television and radio have the widest reach for the target population measured by daily usage. Campus/alternative newspapers have narrower coverage. No information on overall exposure was gathered in the 2003 survey instrument for bus benches and cinema slides.

Because of their relatively wide reach, radio and television showed the highest frequency of young adults who had heard/seen an ad in the past six months. Newspaper ads and cinema slides had the lowest frequencies. This suggests that radio and television would be best suited for general messages, whereas newspaper and cinema slides could be tailored to specific audiences to achieve the greatest impact.

Because of their placement, one would assume that bus bench messages should be designed for the audience of private and public transportation users as well as pedestrians along public transportation routes. Compared with radio and television, bus bench ads showed a considerably lower percentage of respondents who said they had seen any ads in the past six months. This may indicate that the bus bench audience is more restricted than the general population and/or that bus benches are not attended to with the same degree of intensity as are messages in the broadcast media.

Television and bus benches showed the highest percentages of unaided description of ads relative to the percentages of respondents who had seen any ad in a given channel in the past six months. This suggests that messages in (tele-)visual channels available

to the largest portions of the target population will be most easily available to memory in unaided recall.

Of the five channels, ESD/ITPCP bus bench ads showed the greatest percentage of all ads mentioned in unaided recall. Following bus bench ads, television, newspapers, radio, and cinema slides showed (in that order) increasingly smaller percentages of ESD/ITPCP ads relative to the total number of ads mentioned in unaided recall. This order likely reflects a combination of (1) a relatively memorable quality of the ads in a given channel and (2) a relatively low degree of "noise" from non-ESD/ITPCP antitobacco messages running during the same period (January through June 2003).

Comparing the gap between unaided and prompted recall as a measure of memorable quality, television and bus bench ads again show the highest performance (the narrowest gap). Radio, newspapers, and cinema slides follow, in that order.

In addition to issues of overall reach, it is important to examine how the channels performed in the subgroups of the target population that were reached through the 2003 media ad campaign. Table 32 shows the demographic subgroups that were reached by each channel in greater percentages than others were (with at least one significant association). Where results were mixed, the specific associations are noted.

Table 32: Comparison of Demographic Associations by Channel

Characteristic	Radio	TV	Bus Bench	Newspaper	Slide
Media market	Southern	Southern			
Age	18–20	21–24			18–20
Sex		Male: TV viewing Female: Chuck ad			Female
Race/ethnicity		Hispanic/non-White: TV viewing, saw any ad White/non-Hispanic: Unaided recall (Project Filter)			Hispanic/non-White
Living situation	With parents	With parents			With parents
Marital status					
Student status	Nonstudent	Nonstudent		Student	
Educational attainment	Lower	Lower: TV viewing, prompted recall (T-Shirt) Higher: Unaided recall (Project Filter)		Some college	
Income		$15,000+			

Smoking status	Current frequent	Current frequent

The significant associations are an indication of where the different channels in the 2003 media ad campaign differed in reaching different subgroups among Idaho young adults. It can also be used as a guide to indicate which channels might be most efficient at reaching specific subgroups in future campaigns. Channels that show few or no associations (like bus benches) reach all subgroups in the target population to a similar degree.

What impact has the current media campaign had on behaviors of Idaho young adults?

A point-in-time survey cannot effectively assess the impact of an ad campaign on a target population, which would require a more controlled research design (e.g., an experimental design). However, to the extent that the media message system operating during the period of the 2003 ESD/ITPCP antitobacco media ad campaign indeed worked positively to affect behaviors of young adults in Idaho, we can estimate the relative impact of the ESD/ITPCP campaign within that larger message system. Using unaided recall as a measure, the campaign accounted for roughly 18% of the impact of all radio ads, 25% of TV ad impact, 56% of bus bench impact, 18% of impact through newspaper ads, and 6% of cinema slide ad impact.

What impact has the campaign had on the population of young adult smokers' propensity to quit or reduce smoking?

A point-in-time survey cannot effectively assess the impact of an ad campaign on a target population, which would require a more controlled research design (e.g., an experimental design). However, it is possible to examine associations between the ad campaign and smoking status to test whether associations are present that would be expected if the campaign were thought to have an impact on propensity to quit or reduce smoking.

Among young adults in Idaho, current smokers were the heaviest users of the broadcast media (radio and TV). This is reflected in the finding that current smokers indicate the highest frequency of having heard/seen antitobacco ads on radio and TV. They also had higher unaided recall of bus bench ads that were part of the 2003 ESD/ITPCP media ad campaign. This suggests that the radio, TV, and bus bench components of the 2003 campaign reached this important subgroup in a targeted fashion. Thus, the campaign appears to be in a position to have an impact on propensity to quit or reduce smoking. Additional, more complex research designs will be required to test actual impact.

Has the campaign sparked conversation for the young adult population in Idaho?

A point-in-time survey cannot effectively assess whether the 2003 ad campaign sparked conversation for the young adult population in Idaho, which would require a more controlled research design (e.g., an experimental design). However, it is possible to examine associations between the ad campaign and talk about smoking or tobacco to test whether associations are present that would be expected if the campaign were thought to have an impact on conversation in the target population.

Unaided recall by young adults of ads in the 2003 ESD/ITPCP campaign tended to have a negative association in some regards, and no association in others, with frequency of talking about tobacco. Only one positive association was found. Young adults that recalled seeing an Idaho QuitNet TV ad (without prompting) were more likely to talk more frequently with someone else about smoking and tobacco than did those who did not have unaided recall of it.

On average, young adults in several categories talked more frequently with someone about smoking or tobacco than did other young adults. These included persons who were experienced with smoking, those who were currently engaged in it the most intensively, those who were exposed to it inside and outside the household, and those who had tried quitting over the past 12 months.

For young adults, two positive associations with the attitude of talk about tobacco stand out. First, light consumers of broadcast media (radio and TV) were more likely than those with heavier usage were to tend negative in their attitudes. Second, those with unaided recall of the 2003 ESD/ITPCP antitobacco newspaper ads also tended more negatively in attitude toward tobacco than did those who did not recall it unprompted. This suggests that print rather than broadcast media channels are reaching those young adults in Idaho that engage in relatively negative talk about smoking.

Young adults who showed greater negative attitude toward smoking and tobacco in their talk about tobacco tended to be experienced with smoking, had recently considered reducing their cigarette intake, and who spent most of their time with adults who did not smoke.

What ads received by Idaho's young adult population have been the most effective (whether or not a part of the ESD/ITPCP media ad campaign)?

Because each channel in the campaign had a somewhat different set of messages and/or reached different numbers and somewhat different distributions of young adults, the assessment of particular ads will be limited to within-channel comparisons. Budget limitations precluded analysis of ads not in the 2003 ESD/ITPCP media ad campaign evaluation.

For TV, the Grim Reaper series of ads stands out as the most frequently mentioned in both unaided and prompted recall. To some extent, this may reflect a recency effect because most other TV ads had aired earlier in the campaign. However, the difference

in recall is large enough that design elements may have been the best suited for the target audience.

For bus benches, the “Death kills 5 out of every 5 dead smokers” ad was by far the most frequently mentioned in unaided recall, suggesting that it is well suited to be memorable for the target audience. In addition, the words “Project Filter” were mentioned nearly as often as the “Death . . .” ad. For newspapers too, the words “Project Filter” were the most frequently mentioned in unaided recall. None of the specific Project Filter newspaper ads stood out from the others. Not enough difference in unaided recall was found to support conjecture about the relative effectiveness of design characteristics for the radio or cinema slide ads in the 2003 campaign.

What audience is most receptive to the current media ad campaign?

Some subgroups of young adults in Idaho appeared to be reached better than others were by certain components of the 2003 ESD/ITPCP media ad campaign. The TV ads tended to be mentioned more frequently by older respondents (ages 21–24) and those with educational attainment above high school. Hispanic and non-White respondents mentioned the Idaho QuitNet cinema slide ads more frequently than other young adults did. Radio, bus bench, and newspaper ads tended to reach population subgroups evenly.

Findings for Teen Survey

The results for each question are presented on separate pages. One geographic variable (media market area) and three demographic variables (sex, age, and grade) were selected to test for differences between the response categories for each question.

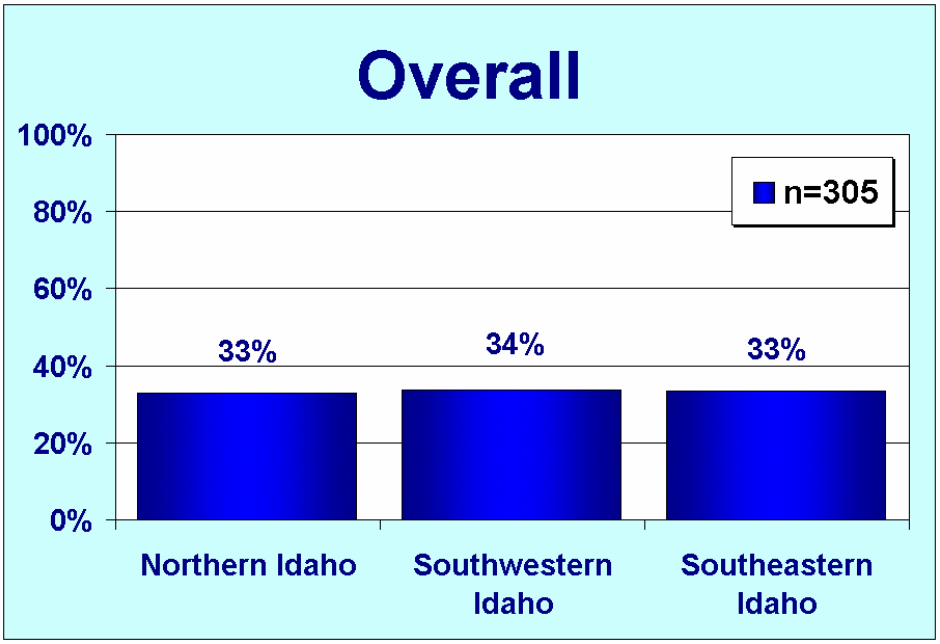
Demographic Variables

Demographic variables include the media market area, sex, age, and grade in school.

Media Market Area

In the sample design, a 3-way grouping of Idaho media markets was used for stratification, as shown in Table 2 on page 9. This ensured that a minimum number of teens would be available for analysis in each stratum. After weighting, the distribution of sampled teens by media markets reflected the distribution of the population of teens in Idaho (Northern Idaho = 20%, Southwestern Idaho = 40%, and Southeastern Idaho = 41%) because media market was used as a poststratification factor. The unweighted distribution of teens by media market area is shown in Figure 35.

Figure 35: Media Market Area

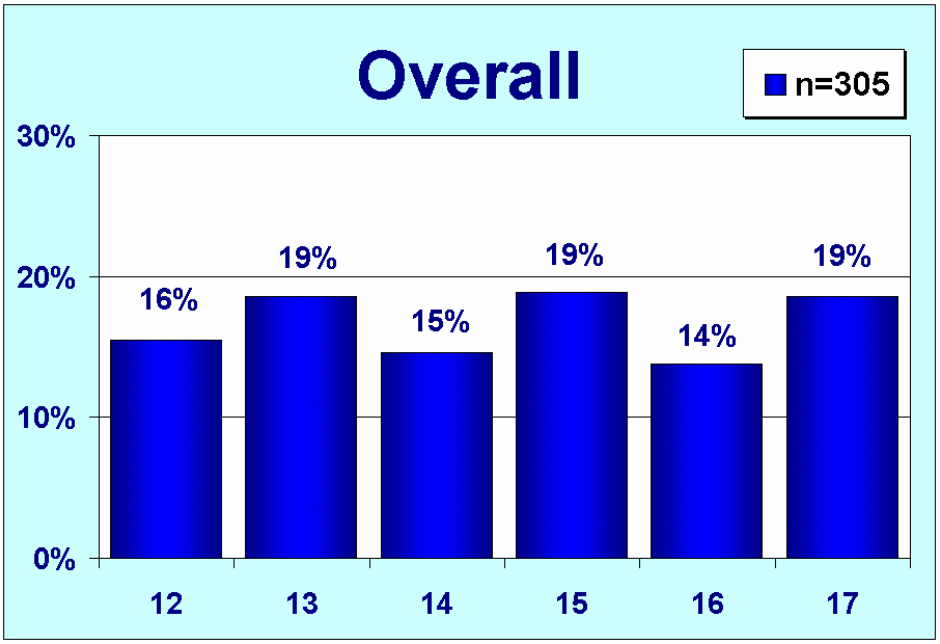


IDCOUNTY: In which Idaho county is this residence located?
Base: All respondents

Age

The teen's age was calculated from the birth date they gave at the start of the interview. Like media market area, age was used as a poststratification variable. However, rather than working with individual ages, the weighting design grouped age by twos or threes (depending on the media market area) to make the final weights as stable as possible. Thus, the distribution of age in the weighted sample reflects a compromise between the unweighted distribution and the distribution of age in the teen population. The distribution of age in the weighted sample is shown in Figure 36. Some analyses of difference by age use ages grouped by twos. That is, 12 is grouped with 13, 14 with 15, and 16 with 17 to ensure a sufficient numbers of cases.

Figure 36: Age

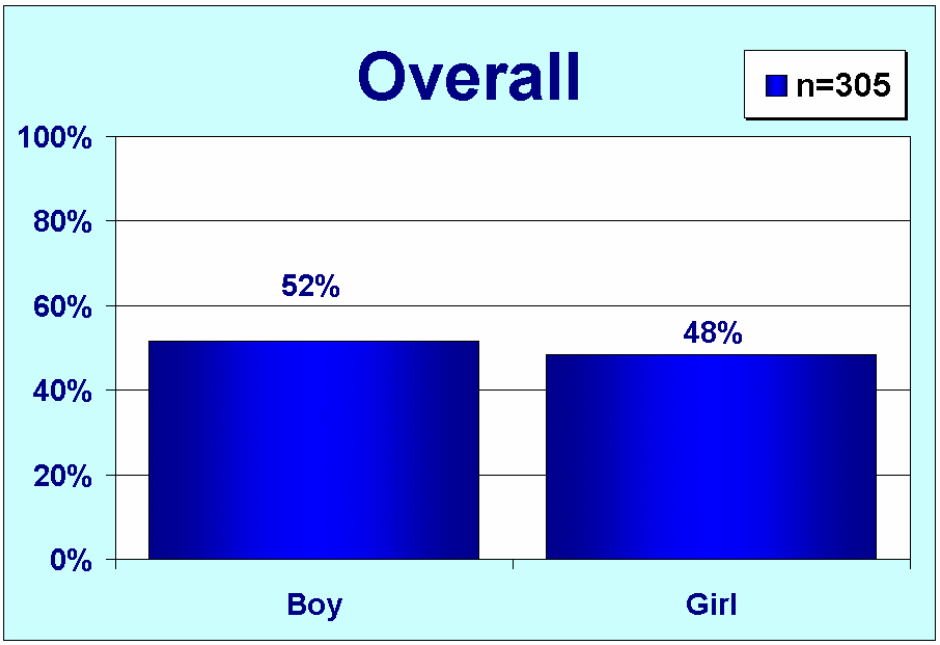


BRTHDAT_: First, to be sure you are eligible for this study, could I ask what date you were born?
Base: All respondents

Sex

The sex of the teen was asked immediately following the date of birth. It was used as a poststratification factor, so the sample distribution reflects that in the teen population, as shown in Figure 37.

Figure 37: Sex



SEX_T: Are you a boy or a girl?
Base: All respondents

Grade

Grade was not used as a poststratification variable, so the distribution of grade in the weighted sample is mainly a reflection of the weighted distribution of age. Grade is shown in Table 33. For some analyses, grades are grouped to ensure a sufficient number of cases.

Table 33: Grade in School

	Frequency	Percent
6th grade	9	3.0
7th grade	52	17.0
8th grade	48	15.9
9th grade	51	16.8
10th grade	45	14.6
11th grade	55	18.0
12th grade	43	14.2
College or university	1	0.2
Not enrolled	1	0.3
Total	305	100.0

Q010: What grade are you in?
Base: All respondents

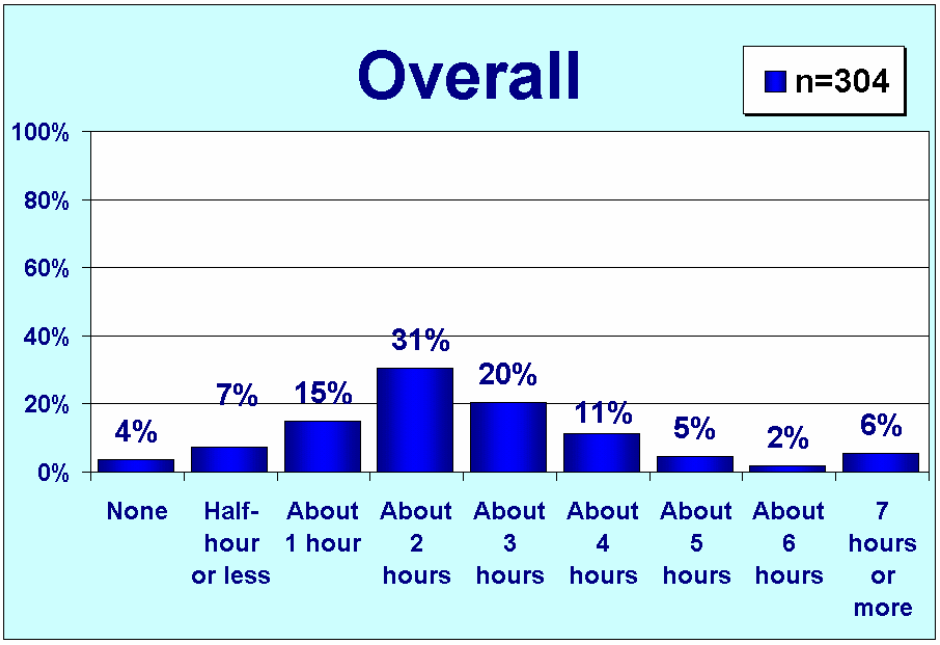
Media Behavior

The questionnaire included three questions about media behavior (radio, television, and Internet). These items were asked to collect important data for the analysis of media ad consumption.

Television Consumption

Interviewers asked teens how many hours of television they watch per day. The distribution of time spent watching TV is shown in Figure 38. For some analyses, the obtained frequency distribution of Q005 was recoded into three response categories: *Light* media use (0 to 1 hours), *Moderate* media use (2 to 3 hours), and *Heavy* media use (4 or more hours).

Figure 38: Hours per Day Watching Television



Q005: On average, how many hours per day do you watch television?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents in the *Northern Idaho* market were more likely than expected to indicate *Heavy* television media use (33%) compared to respondents in *Southwest Idaho* (27%) and *Southeast Idaho* (15%) markets [χ^2 (4) = 10.99, $p < .05$].

- Respondents ages *12–13 years old* were more likely than expected to indicate *Heavy* television media use (32%) compared to respondents ages *14–15 years old* (25%) and *16 to 17 years old* (12%) [χ^2 (4) = 11.52, $p < .05$].

- Respondents enrolled in *9th grade and below* were more likely than expected to indicate *Heavy* television media use (31%) compared to respondents enrolled in *10th grade and above* (15%) [χ^2 (2) = 10.02, $p < .05$].

- No systematic relation was obtained between Q005 and respondents' gender [χ^2 (2) = 1.15, $p > .05$].

Outcome Differences ($p < .05$)

- No systematic relation was obtained between Q005 and whether or not the respondent recalled seeing any antitobacco advertisement [χ^2 (2) = 5.72, $p > .05$] or any ESD antitobacco advertisement [χ^2 (2) = 1.47, $p > .05$].

- No systematic relation was obtained between Q005 and whether or not the respondent recalled seeing any antitobacco television advertisement [χ^2 (2) = 3.07, $p > .05$] or any ESD antitobacco television advertisement [χ^2 (2) = 0.73, $p > .05$].

- No systematic relation was obtained between Q005 and the teen's smoking status (SMOKSTAT3) [χ^2 (4) = 1.08, $p > .05$] or Prochaska's stages of change [χ^2 (10) = 5.78, $p > .05$].

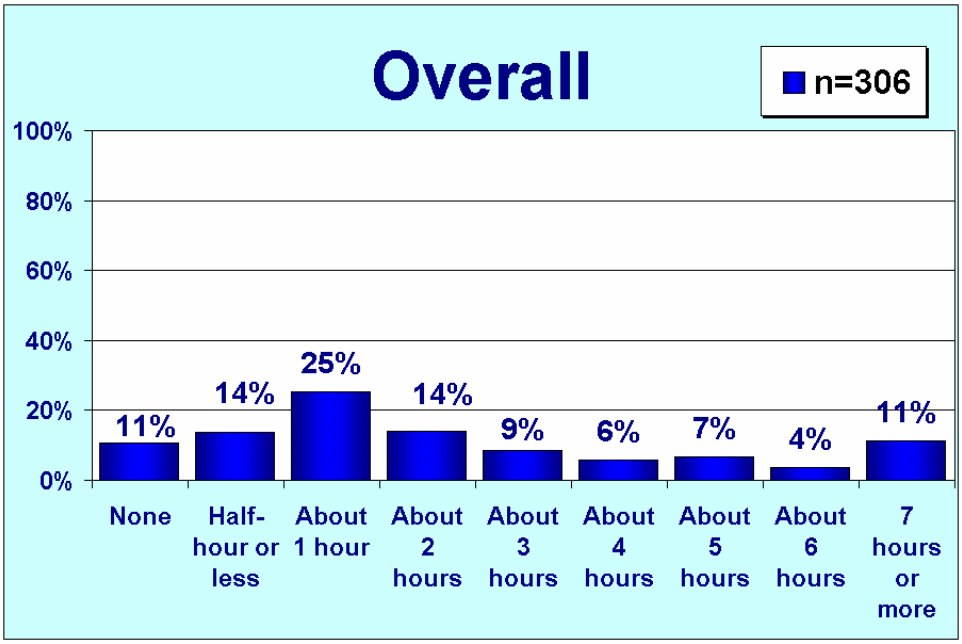
Change from 2002

- Teens in 2003 were more likely to be heavy viewers (24%) and less likely to be light viewers (25%) than were teens in 2002 (17% and 39%, respectively) [χ^2 (2) = 20.15, $p < .05$].

Radio Consumption

Interviewers asked teens how many hours of radio they listen to per day. The distribution of time spent listening to the radio is shown in Figure 39. As a group, teens watch television for more hours per day than they listen to radio. For some analyses, the obtained frequency distribution of Q010 was recoded into three response categories: *Light* media use (0 to 1 hours), *Moderate* media use (2 to 3 hours), and *Heavy* media use (4 or more hours).

Figure 39: Hours per Day Listening to Radio



Q010: On average, how many hours per day do you listen to the radio?
Base: All respondents

Demographic Differences ($p < .05$)

- *Boys* were more likely than expected to indicate *Light radio* media use (59%) compared to *Girls* (40%) markets [χ^2 (2) = 10.12, $p < .05$].

- Respondents ages *12–13 years old* were more likely than expected to indicate *Light* radio media use (64%) compared to respondents ages *14–15 years old* (44%) and *16 to 17 years old* (41%) [χ^2 (4) = 13.08, $p < .05$].

- Respondents enrolled in *9th grade and below* were more likely than expected to indicate *Light* radio media use (56%) compared to respondents enrolled in *10th grade and above* (42%). Respondents enrolled in *10th grade and above* were more likely than expected to indicate *Heavy* radio media use (35%) compared to respondents enrolled in *9th grade and below* (21%) [χ^2 (2) = 8.25, $p < .05$].

- No systematic relation was obtained between Q010 and media market [χ^2 (4) = 6.52, p > .05].

Outcome Differences (p < .05)

- Respondents who indicated *Heavy* radio media use were more likely than expected recalled any antitobacco advertisement [χ^2 (2) = 6.71, p < .05].

- No systematic relation was obtained between Q010 and whether or not the respondent recalled any ESD antitobacco advertisement [χ^2 (2) = 2.04, p > .05].

- No systematic relation was obtained between Q010 and whether or not the respondent recalled hearing any antitobacco radio advertisement [χ^2 (2) = 2.22, p > .05] or any ESD antitobacco radio advertisement [χ^2 (2) = 0.46, p > .05].

- Respondents who were categorized as a *Former smoker* were more likely than expected to indicate *Heavy* radio media use (53%) compared to respondents who were categorized either as a *Current smoker* (33%) or *Never smoked* (22%) [χ^2 (4) = 20.76, p < .05].

- Although statistically significant relations were obtained between Q010 and Prochaska's stages of change [χ^2 (10) = 27.08, p < .05], too many of the cells of the crosstabulation were below the minimum expected cell size for reliable interpretation of the results.

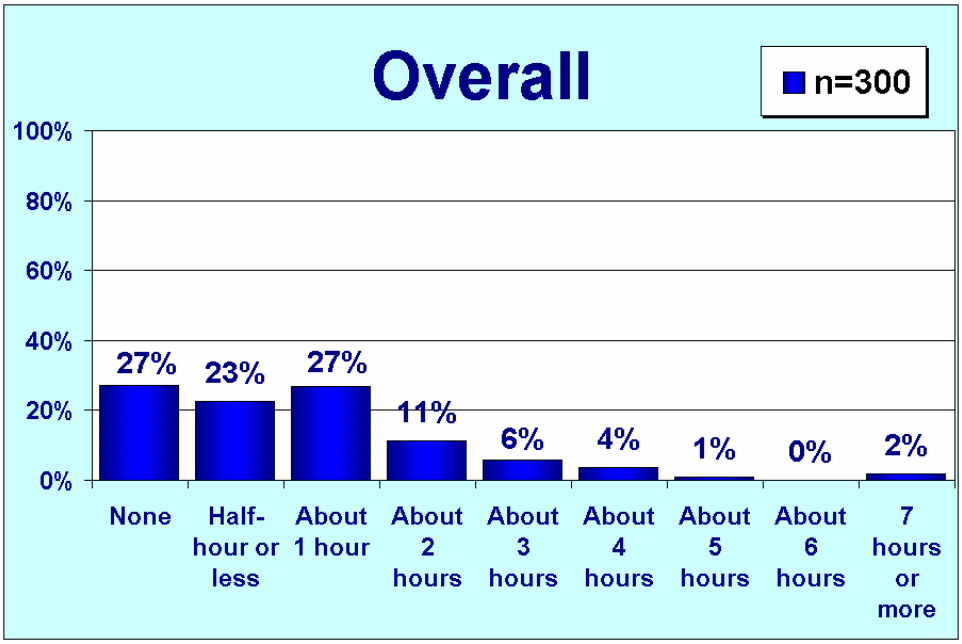
Change from 2002

- Teens in 2003 were more likely to be heavy listeners (28%) and less likely to be light viewers (50%) than were teens in 2002 (17% and 57%, respectively) [χ^2 (2) = 14.74, p < .05].

Internet Usage

Interviewers asked teens how many hours per day they spend using the Internet. The distribution of time spent listening to the radio is shown in Figure 40. As a group, teens watch television for more hours per day than they use the Internet. For some analyses, the obtained frequency distribution of Q015 was recoded into three response categories: *Light* media use (0 to ½ hour), *Moderate* media use (1 hour), and *Heavy* media use (2 or more hours).

Figure 40: Hours per Day Using Internet



Q015: On average, how many hours per day do you use the Internet?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents ages *12–13 years old* were more likely than expected to indicate *Light* Internet use (66%) compared to respondents ages *14–15 years old* (38%) and *16 to 17 years old* (45%) [χ^2 (4) = 23.69, $p < .05$].

- No systematic relation was obtained between Q015 and media market [χ^2 (4) = 6.52, $p > .05$], respondent's gender [χ^2 (2) = 1.39, $p > .05$], and school grade [χ^2 (2) = 5.96, $p > .05$].

Outcome Differences ($p < .05$)

- No systematic relation was obtained between Q015 and whether or not the respondent recalled seeing any antitobacco advertisement [χ^2 (2) = 0.22, $p > .05$] or any ESD antitobacco advertisement [χ^2 (2) = 2.01, $p > .05$].

- No systematic relation was obtained between Q005 and whether or not the respondent recalled seeing any antitobacco television advertisement [χ^2 (2) = 1.12, p > .05] or any ESD antitobacco television advertisement [χ^2 (2) = 5.76, p > .05].

- No systematic relation was obtained between Q005 and the teen's smoking status (SMOKSTAT3) [χ^2 (4) = 8.36, p > .05] or Prochaska's stages of change [χ^2 (10) = 17.23, p > .05].

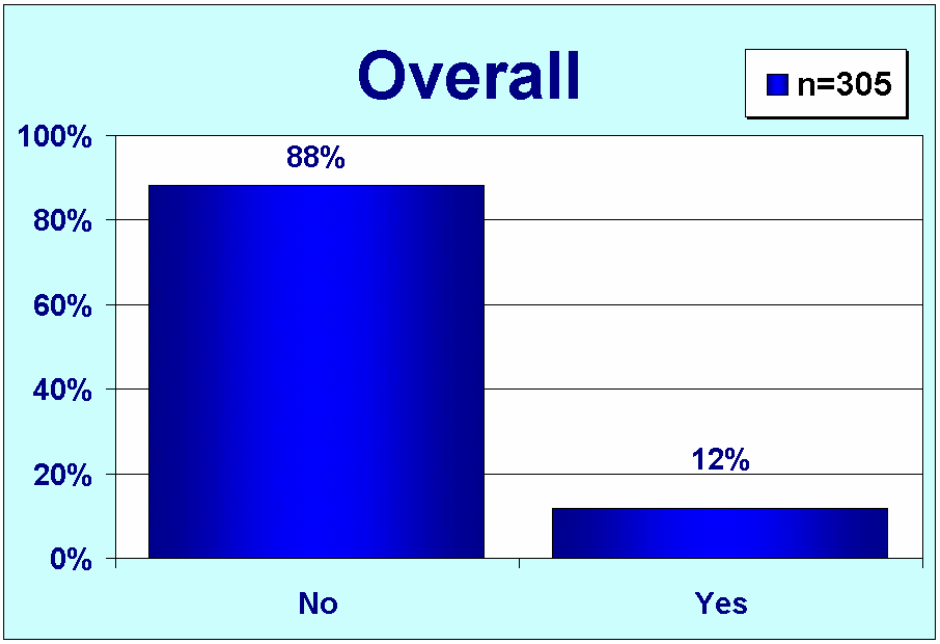
Tobacco-Related Behavior

Following the demographic section, the next major area covered by the questionnaire is tobacco-related behavior.

Smoked Whole Cigarette

Teens were asked whether they had ever smoked a whole cigarette. The responses to this item are shown in Figure 41.

Figure 41: Ever Smoked a Whole Cigarette



Q025: Have you ever smoked a whole cigarette?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents ages *12–13 years old* were less likely than expected to have smoked a whole cigarette (1%) compared to respondents ages *14–15 years old* (11%) and *16 to 17 years old* (24%) [χ^2 (4) = 26.56, $p < .05$].

- Respondents enrolled in *10th grade and above* were more likely than expected to have smoked a whole cigarette (20%) compared to respondents enrolled in *9th grade and below* (4%) [χ^2 (1) = 18.04, $p < .05$].

- No systematic relation was obtained between Q025 and media market [χ^2 (2) = 4.99, $p > .05$] and respondent's gender [χ^2 (1) = 0.57, $p > .05$].

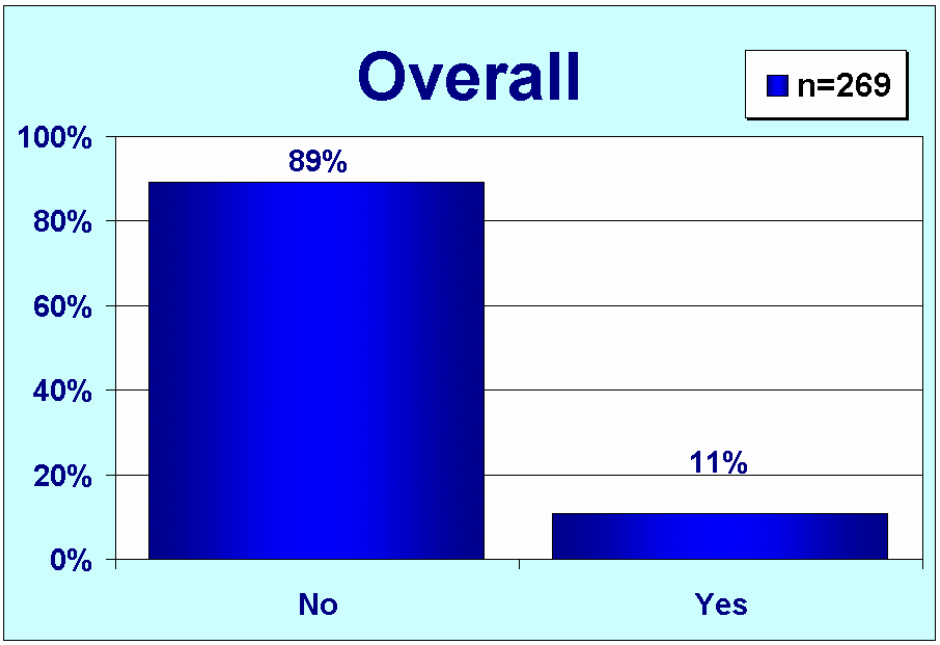
Change from 2002

- Teens in 2003 were not significantly different from teens in 2002 in having smoked a whole cigarette [χ^2 (1) = .29, p > .05].

Ever Smoked One or Two Puffs

Teens who said they had never smoked a whole cigarette were asked whether they had ever tried or experimented with cigarette smoking, even one or two puffs. The results for this item, shown in Figure 42, parallel those of the previous item.

Figure 42: Ever Tried or Experimented with Smoking



Q030: Have you ever tried or experimented with cigarette smoking, even one or two puffs?
Base: Respondents who have never smoked a whole cigarette

Demographic Differences ($p < .05$)

- No systematic relation was obtained between Q030 and media market [χ^2 (2) = 0.56, p > .05], respondent's gender [χ^2 (1) = 0.51, p > .05], age [χ^2 (2) = 4.97, p > .05], or grade in school [χ^2 (1) = 0.71, p > .05].

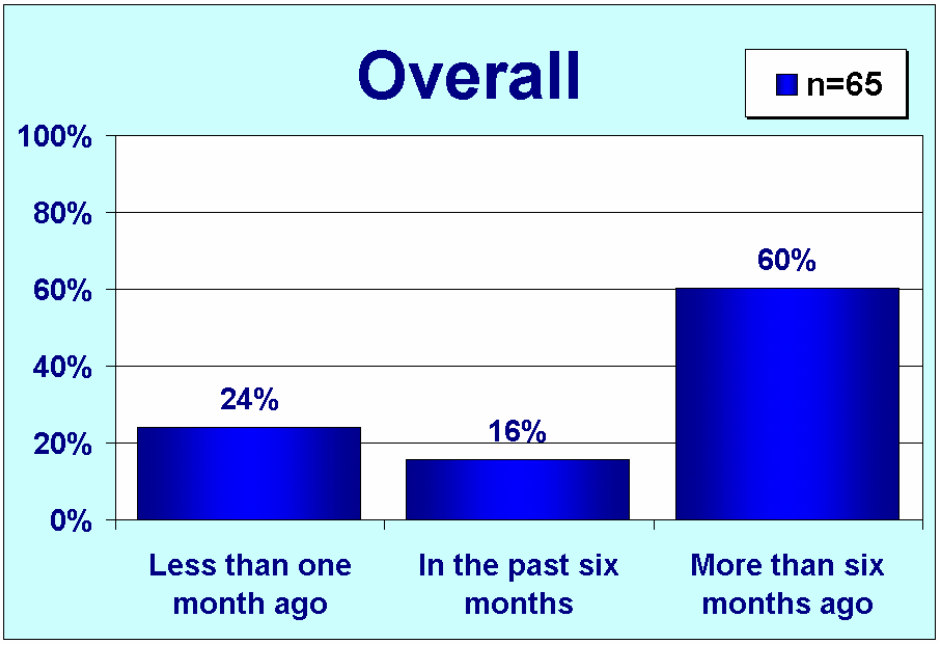
Change from 2002

- Teens in 2003 were not significantly different from teens in 2002 in having ever tried or experimented with cigarette smoking [χ^2 (1) = 3.52, p > .05].

Time Since Smoked or Experimented

Interviewers asked teens that said they smoked a whole cigarette or had experimented with smoking how long ago that was. The results for that item are shown in Figure 43.

Figure 43: Time since Smoked or Experimented



Q035: How long ago was that?
Base: Respondents that had ever smoked a cigarette, even one or two puffs

Demographic Differences ($p < .05$)

- No systematic relation was obtained between Q035 and media market [χ^2 (4) = 1.45, p > .05], respondent's gender [χ^2 (2) = 0.29, p > .05], age [χ^2 (4) = 3.36, p > .05], or grade in school [χ^2 (2) = 4.52, p > .05].

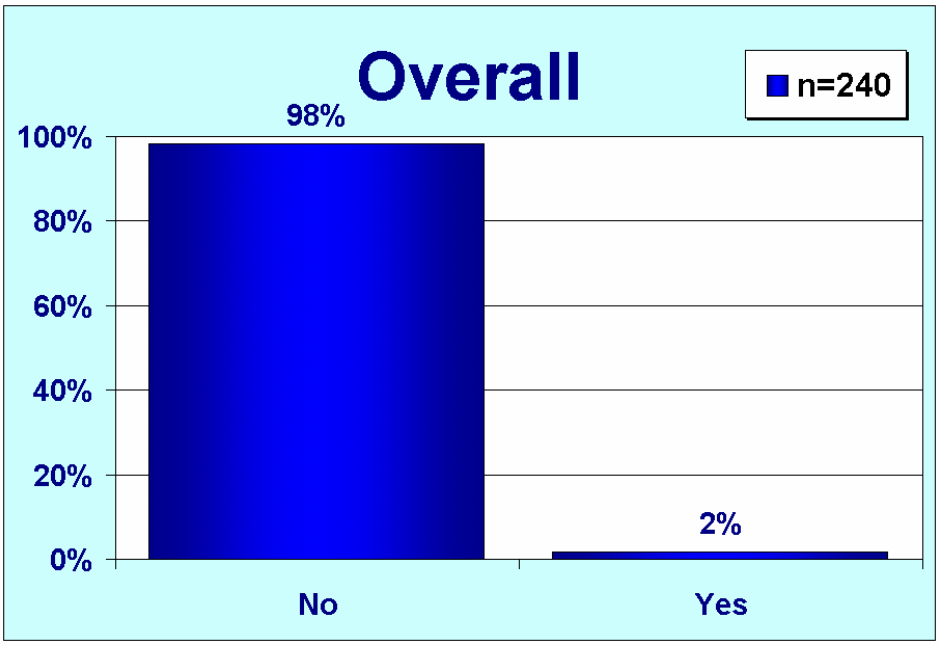
Change from 2002

- Teens in 2003 were not significantly different from teens in 2002 in how long ago they had smoked a whole cigarette or had tried or experimented with cigarette smoking [χ^2 (2) = 1.42, p > .05].

Will Try a Cigarette Soon

The questionnaire asked those teens that had never smoked or experimented with smoking whether they thought they would try a cigarette soon. The results for this item are shown in Figure 44.

Figure 44: Will Try a Cigarette Soon



Q040: Do you think you will try a cigarette soon?
Base: Respondents that had never smoked a cigarette, even one or two puffs

Demographic Differences ($p < .05$)

- No systematic relation was obtained between Q040 and media market [χ^2 (2) = 2.38, p > .05], respondent's gender [χ^2 (1) = 0.02, p > .05], age [χ^2 (2) = 0.66, p > .05], or grade in school [χ^2 (1) = 1.84, p > .05].

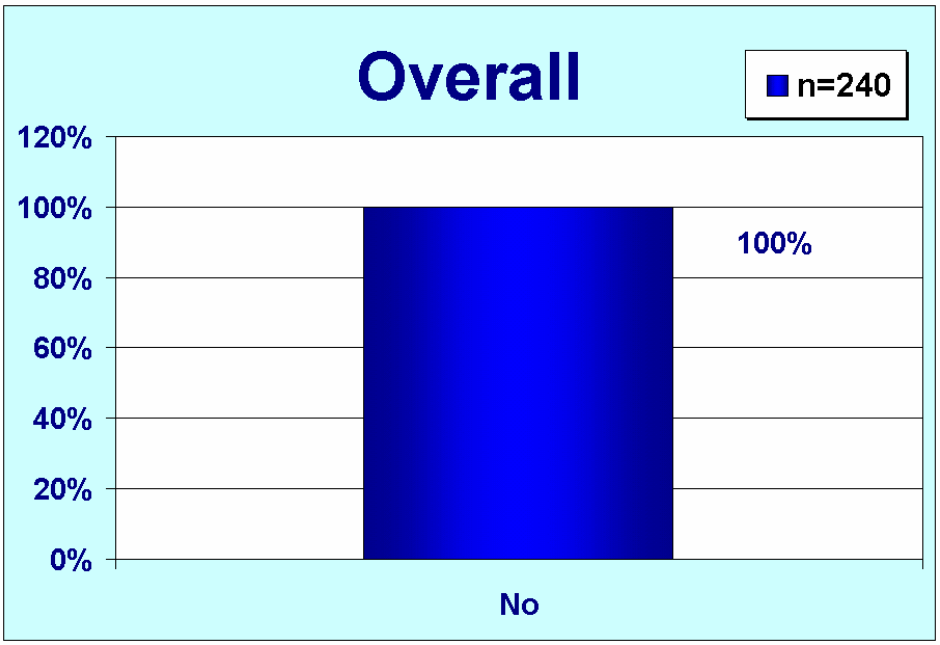
Change from 2002

- Teens in 2003 were not significantly different from teens in 2002 in whether they thought they would try a cigarette soon [χ^2 (1) = .29, p > .05].

Will Be Smoking in One Year

The questionnaire also asked those teens that had never smoked or experimented with smoking whether they thought they would be smoking one year from the interview date. The results of this item are shown in Figure 45.

Figure 45: Will Be Smoking in One Year



Q045: Do you think you will be smoking cigarettes one year from now?
Base: Respondents that had never smoked a cigarette, even one or two puffs

Demographic Differences ($p < .05$)

- No respondent said they thought they would be smoking one year from the interview date.

Change from 2002

- Not enough teens in 2002 and 2003 thought they would be smoking one year from the interview date to conduct a statistical test of difference by year.

Number of Days in Last 30 Teen Smoked or Experimented

All teens who said they had ever smoked a whole cigarette or experimented with smoking were asked to give the number of days in the last 30 days they had done so. The results for this item are shown in Table 34.

Table 34: Number of Days in Last 30 Days Smoked or Experimented

	Frequency	Percent
0	47	72.8
1	7	10.6
3	1	1.9
4	1	1.0
5	1	1.1
10	2	3.5
20	2	3.2
25	1	1.5
30	3	4.4
Total	65	100.0

Q050: Now thinking about the last 30 days, on how many of those days did you smoke a cigarette, even one or two puffs?
Base: Respondents that had ever smoked a cigarette, even one or two puffs

Demographic Differences ($p < .05$)

- No significant differences were found in the average number of days teens who had ever smoked a whole cigarette or experimented with smoking said they had done so in the last 30 days based on market, age, sex, or grade in school.

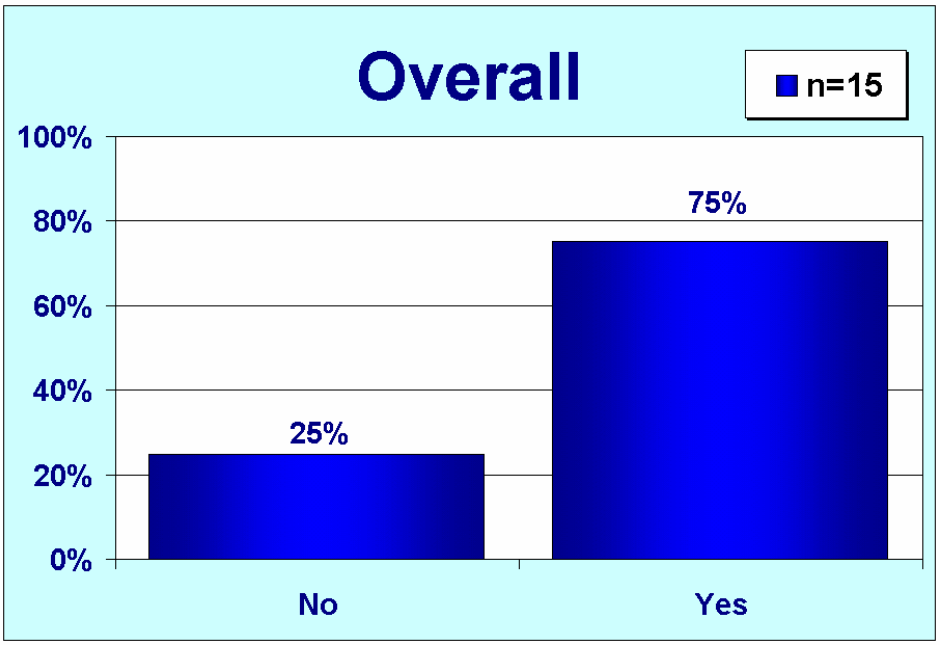
Change from 2002

- No significant difference was found between 2002 and 2003 in the average number of days teens who had ever smoked a whole cigarette or experimented with smoking said they had done so in the last 30 days.

Want to Stop Smoking in the Next Year or So

Teens who had smoked or experimented at least once in the last 30 days and had not yet quit smoking were asked whether they wanted to stop smoking in the next year or so. The results for this item are shown in Figure 46.

Figure 46: Want to Quit Smoking in Next Year or So



Q055: Do you want to stop smoking in the next year or so?
Base: Respondents that had smoked during the last 30 days and had not quit

Demographic Differences ($p < .05$)

- No systematic relation was obtained between Q055 and media market [χ^2 (2) = 0.14, p > .05], respondent's gender [χ^2 (1) = 2.12, p > .05], age [χ^2 (2) = 2.78, p > .05], or grade in school [χ^2 (1) = 0.64, p > .05].

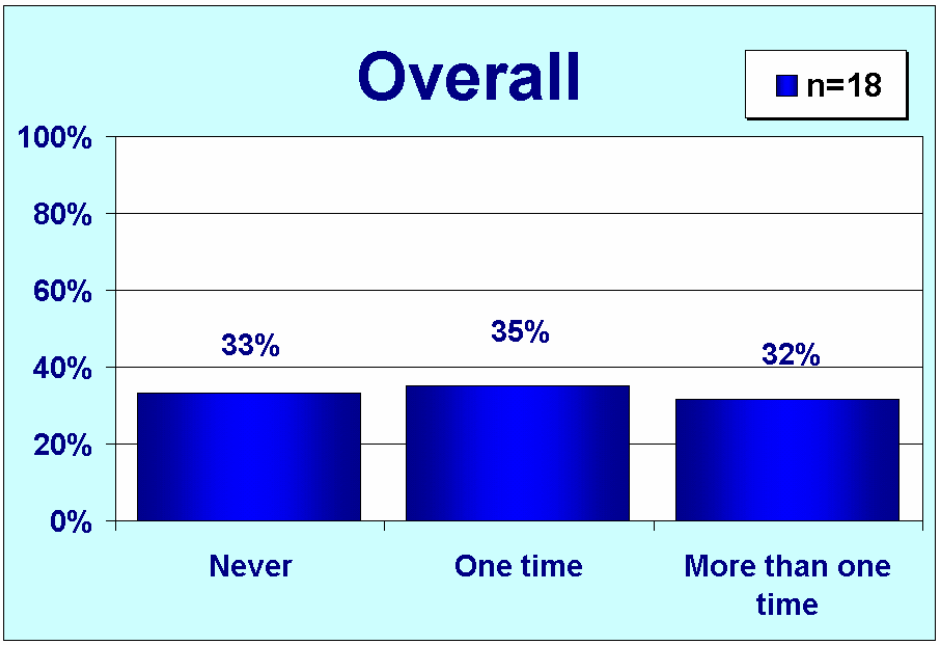
Change from 2002

- No significant difference was found between 2002 and 2003 in the percentage of teens who had smoked in the last 30 days and had not yet quit smoking who said they wanted to quit smoking in the next year or so [χ^2 (1) = 1.09, p > .05].

Number of Quit Attempts

Teens who had smoked or experimented at least once in the last 30 days and had not yet quit smoking were asked how many times they had tried to quit smoking. The results for this item are shown in Figure 47.

Figure 47: How Many Quit Attempts



Q060: How many times have you tried to quit smoking?
Base: Respondents that had smoked during the last 30 days and had not quit

Demographic Differences ($p < .05$)

- No systematic relation was obtained between Q060 and media market [χ^2 (4) = 7.36, p > .05], respondent's gender [χ^2 (2) = 0.14, p > .05], age [χ^2 (4) = 4.96, p > .05], or grade in school [χ^2 (2) = 1.05, p > .05].

Change from 2002

- No significant difference was found between 2002 and 2003 in the number of times teens who had smoked in the last 30 days and had not yet quit smoking said they had tried to quit smoking [χ^2 (2) = .47, p > .05].

Smoking Status

As a summary measure of the tobacco use of teens in the sample, we created a new variable, *smoking status*, calculated from the values of several smoking behavior items. Smoking status has four categories:

- *Current user:* Smoked one or more days in the past 30 days
- *Frequent current user:* Smoked on 20 or more days in past 30 days
- *Former user:* Smoked in past but not in the past 30 days
- *Never used:* Has not smoked in the past

Table 35 shows the questionnaire items and the values that were used to assign teens to one of the smoking status categories. The variables used were:

- Q025: Have you ever smoked a whole cigarette?
- Q030: Have you ever tried or experimented with cigarette smoking, even one or two puffs?
- Q050: Now thinking about the last 30 days, on how many of those days did you smoke a cigarette, even one or two puffs?

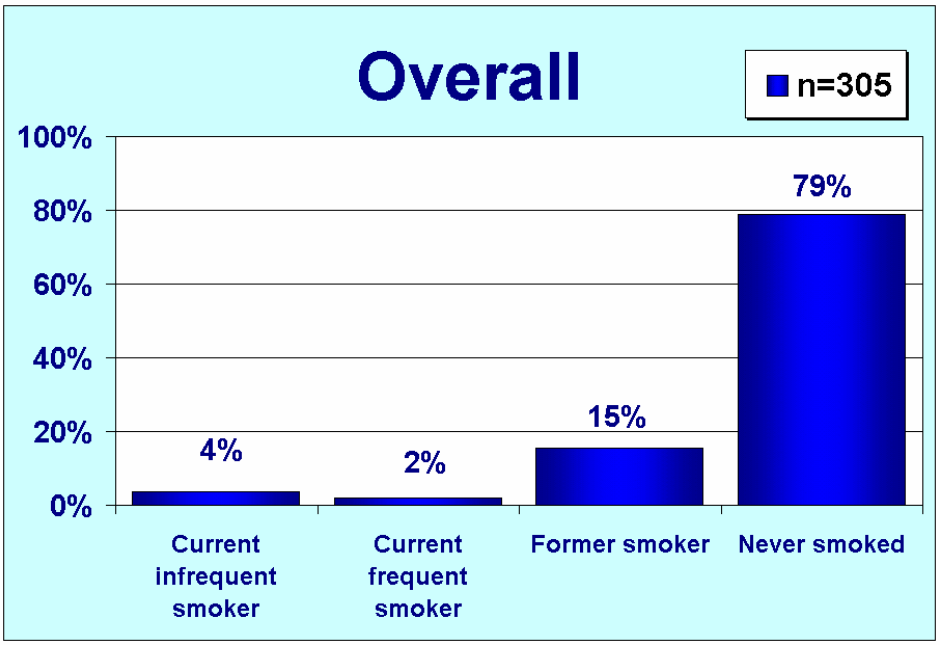
Table 35: Smoking Status Definition

Status	Q025	Q030	Q050
Current infrequent smoker	Yes	NA	> 0 & < 20
	No	Yes	> 0 & < 20
Current frequent smoker	Yes	NA	> 19
	No	Yes	> 19
Former smoker	Yes	NA	= 0
	No	Yes	= 0
Never smoked	No	No	NA

Nearly 80% of teens had never smoked, about 15% were former smokers, and fewer than 6% were current smokers (3.8% infrequent smokers and 1.9% frequent smokers). Because the small percentages of current smokers made analysis difficult, the infrequent and frequent smokers were combined into one category (“current smokers”). Figure 48 shows the distribution of smoking status among teens.

For some analyses, the obtained frequency distribution of Smoking Status was further recoded into three response categories: *Current Frequent / Current Infrequent Smoker, Former Smoker* and *Never Smoked*.

Figure 48: Smoking Status



Q025: Have you ever smoked a whole cigarette?
Q030: Have you ever tried or experimented with cigarette smoking, even one or two puffs?
Q050: Now thinking about the last 30 days, on how many of those days did you smoke a cigarette, even one or two puffs?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents ages *12–13 years old* were more likely than expected to be categorized as *Never Smoked* (94%) compared to respondents ages *14–15 years old* (75%) and *16–17 years old* (67%). Respondents ages *16–17 years old* were more likely than expected to be categorized as *Current Smoker* (11%) compared to respondents ages *12–13 years old* (1%) and *14–15 years old* (5%). [χ^2 (2) = 26.39, p < .05].

- Respondents enrolled in *9th grade and below* were more likely than expected to be categorized as *Never Smoked* (87%) compared to respondents enrolled in *10th grade and above* (70%) [χ^2 (1) = 17.94, p < .05].

- No systematic relation was obtained between smoking status and media market [χ^2 (4) = 1.80, p > .05] and respondent's gender [χ^2 (2) = 1.64, p > .05].

Change from 2002

- No significant difference was found between 2002 and 2003 in the percentages of teens in the various smoking status categories [χ^2 (3) = 4.96, p > .05].

Stages of Change for Smoking

One of the important goals of the 2003 Tobacco Counter Marketing Program is to directly or indirectly influence teens to change risky behaviors and reinforce healthy attitudes and behaviors among teens regarding tobacco use. One widely applied approach to identify the stage that a particular person is in, particularly as related to quitting health risk and addictive behaviors, is the "stage of change" model developed in the work of J. O. Prochaska.[1] The stages in the tobacco use change model are shown in Table 36:

Table 36: Stages of Change for Smoking

Stage	Description
Nonsmoker	• Never smoked
Precontemplation	• Currently smoke, and not thinking of quitting within the next 6 months
Contemplation	• Currently smoke, but thinking of quitting within the next 6 months
Preparation	• Currently smoke, but thinking of quitting within the next 30 days and made one 24-hour quit attempt in the past year
Action	• Quit smoking within the last 6 months
Maintenance	• Quit smoking more than 6 months ago

Based on their answers to several of the tobacco attitude and behavior items on the survey questionnaire, teens were assigned to one of the quitting stages in the model, as shown in Table 37. In addition to smoking status, the variables used were:

- Q035: How long ago was that? (since smoked or puffed a cigarette)
- Q055: Do you want to stop smoking in the next year or so?
- Q060: How many times have you tried to quit smoking?

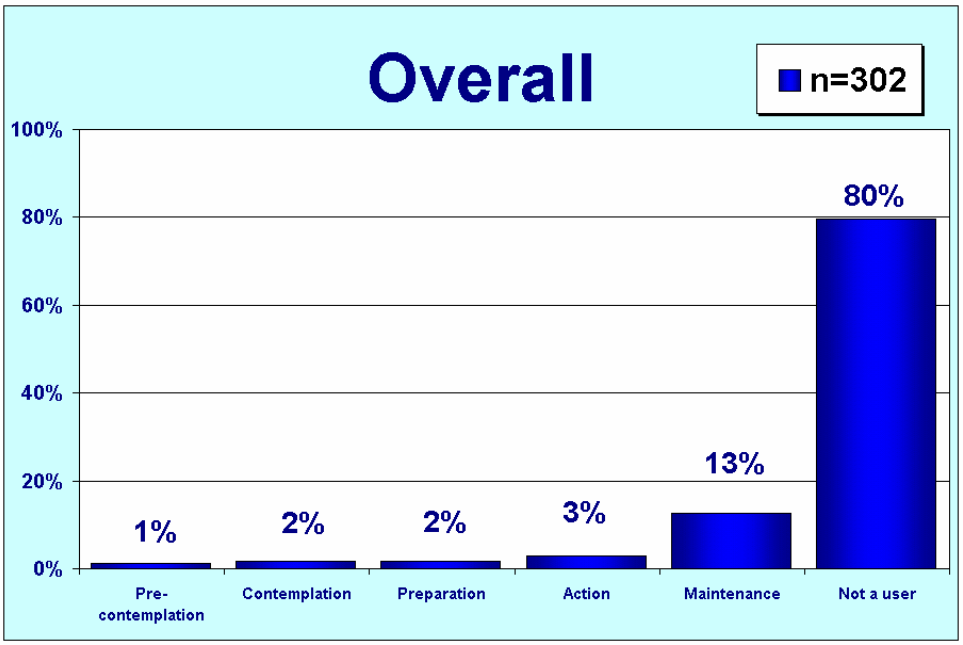
Table 37: Definition of Stages of Quitting Smoking

Stage	Smoking Status	Q035	Q055	Q060
Precontemplation	Current	NA	No	NA
Contemplation	Current	NA	Yes	Never
Preparation	Current	NA	Yes	At least 1
Action	Former	< 6 mo.	NA	NA
Maintenance	Former	> 6 mo.	NA	NA
Not a user	Never	NA	NA	NA

[1] The reader is referred to the extensive information and documentation on the "stages of change" and other constructs of the Transtheoretical Model of Change available at the Web site of the Cancer Prevention Research Center at the University of Rhode Island, where Dr. Prochaska serves as Professor and Director (http://www.uri.edu/research/cprc/).

Nearly 80% of teens had never smoked. About 13% were former smokers in the maintenance stage and 3% had recently quit and were in the action stage. In the current smoker group, 1.8% of teens were in the preparation stage, 1.8% were in the contemplation stage, and 1.2% were in the precontemplation stage. Figure 49 shows the distribution of smoking status among teens.

Figure 49: Stages of Quitting Smoking



SMOKSTAT: Smoking Status
Q035: How long ago was that? (since smoked or puffed a cigarette)
Q055: Do you want to stop smoking in the next year or so?
Q060: How many times have you tried to quit smoking?
Base: All respondents

Demographic Differences ($p < .05$)

- No significant differences were found for market, age, sex, or grade in school.

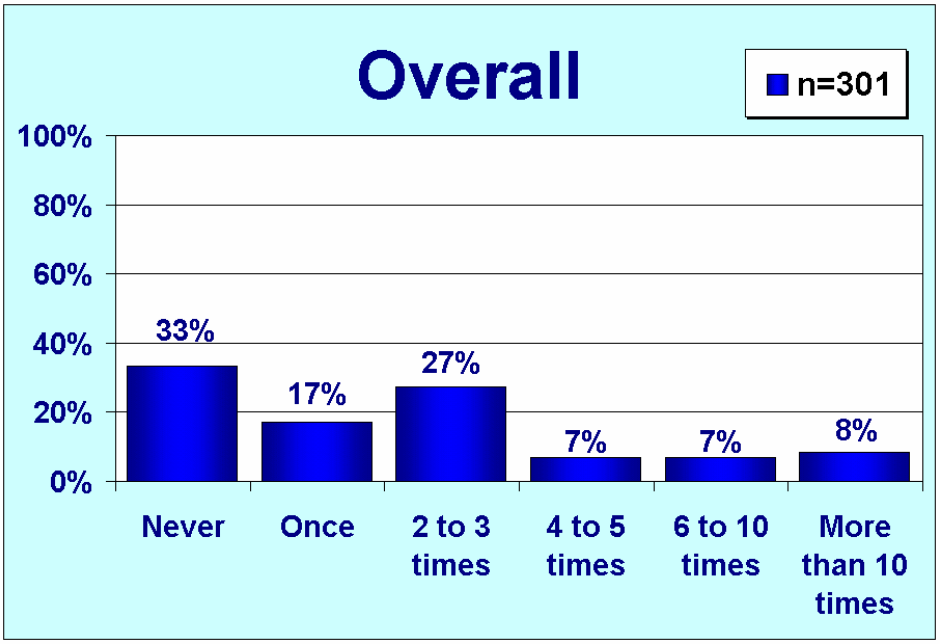
Change from 2002

- No significant difference was found between 2002 and 2003 in the percentages of teens in the various smoking stages of change categories [χ^2 (5) = 7.83, $p > .05$].

Talking with Others about Smoking

All teens were asked how often in the last 6 months they talked with anyone about smoking or tobacco. The results for that item are shown in Figure 50. For some analyses, the obtained frequency distribution of Q135 was recoded into four response categories: *Never, Once, 2 to 3 times* and *4 times or more*.

Figure 50: Number of Times Talked about Tobacco



Q135: In the last 6 months, about how often did you talk with anyone about smoking or tobacco?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents ages *12–13 years old* were more likely than expected to talk about tobacco *Never* (46%) compared to respondents ages *14–15 years old* (30%) and *16–17 years old* (24%). [χ^2 (6) = 16.06, $p < .05$].

- Respondents enrolled in *9th grade and below* were more likely than expected to talk about tobacco *Never* (42%) compared to respondents enrolled in *10th grade and above* (24%) [χ^2 (3) = 12.05, $p < .05$].

- No systematic relation was obtained between smoking status and media market [χ^2 (6) = 10.93, $p > .05$] and respondent's gender [χ^2 (3) = 5.19, $p > .05$].

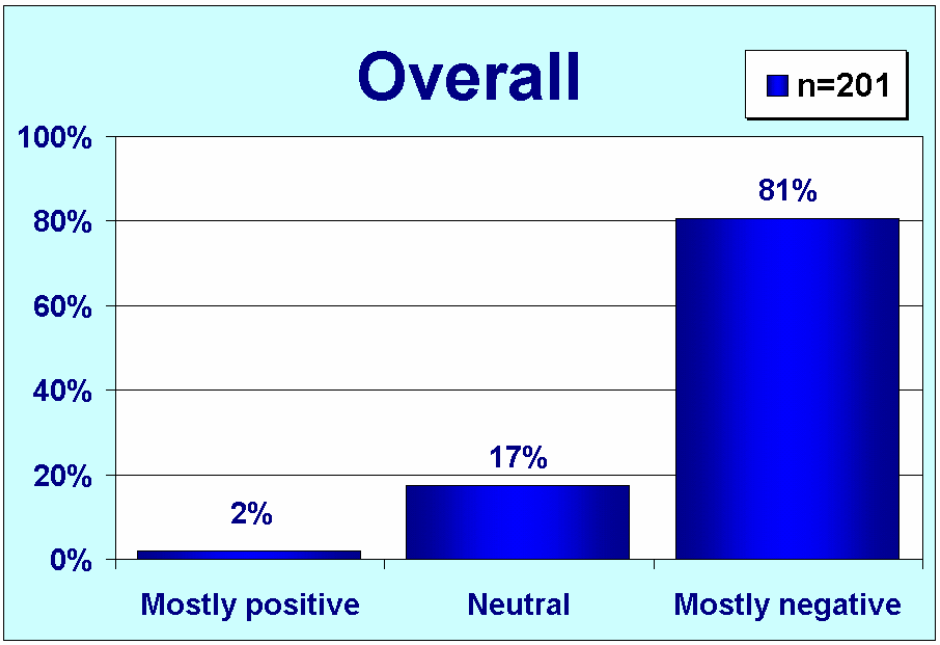
Change from 2002

- Teens in 2003 study were more likely to say they never talked with anyone about smoking or tobacco than teens in the 2002 study (33% and 26%, respectively) [χ^2 (6) = 13.02, $p < .05$].

Attitude of Talk about Tobacco

Teens who had spoken with someone about tobacco in the past 6 months were asked whether their talk was mostly negative about tobacco, mostly positive about tobacco, or neutral about it. The results for this item are shown in Figure 51. For some analyses, the obtained frequency distribution of Q140 was recoded into two response categories: *Mostly Negative* and *Neutral / Mostly Positive.*

Figure 51: Attitude toward Tobacco in Talk



Q140: Would you say your talk was mostly negative about tobacco, mostly positive about tobacco, or neutral about it?
Base: Respondents that talked with anyone about tobacco in last 6 months

Demographic Differences ($p < .05$)

- Respondents enrolled in *9th grade and below* were more likely than expected to have talked about tobacco *Mostly Negative* (87%) compared to respondents enrolled in *10th grade and above* (75%) [χ^2 (1) = 4.24, $p < .05$].

- No systematic relation was obtained between Q140 and media market [χ^2 (2) = 2.11, $p > .05$], respondent's gender [χ^2 (1) = 0.00, $p > .05$] , and age [χ^2 (2) = 3.37, $p > .05$] .

Change from 2002

- No significant difference was found between teens in the 2002 and 2003 studies in attitude expressed about tobacco when talking about it [χ^2 (2) = 1.53, $p > .05$].

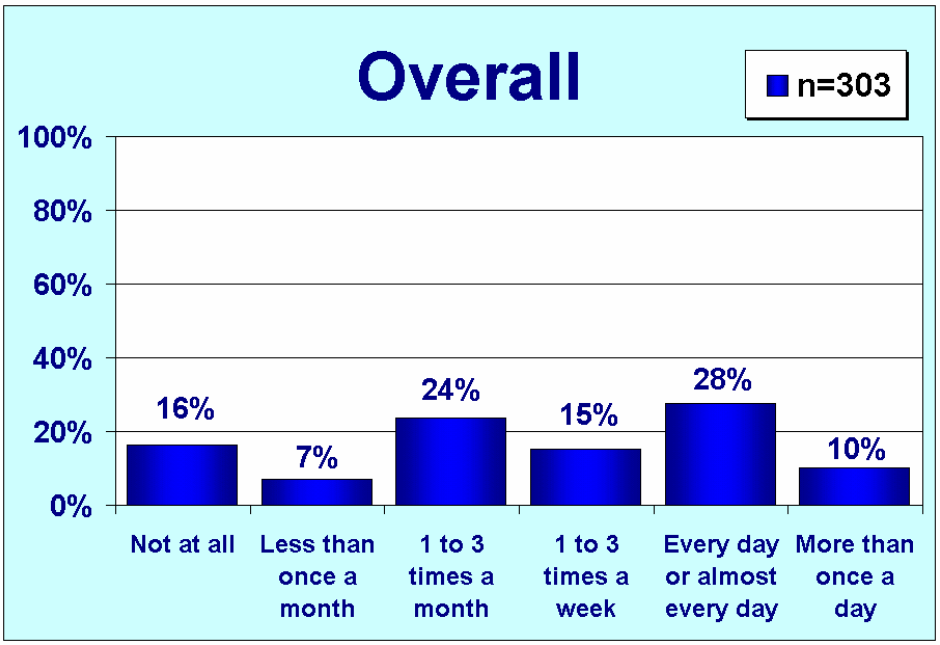
Tobacco-Related Advertising

The final section of the questionnaire covered five channels by which ESD and IDHW have made efforts to reach teens with messages to quit the use of tobacco and to not take it up: radio, television, bus benches, newspapers, and cinema slides. For each medium, unaided recall of messages about the risks of tobacco was measured. For a few television and radio ads, prompted recall was measured as well.

Have Heard a Radio Ad about Smoking and Tobacco

Teens were asked how frequently they have heard a radio commercial or ad with a message against smoking and tobacco over the past 6 months. The results for this item are shown in Figure 52. For some analyses, the obtained frequency distribution of Q145 was further recoded into four response categories: *Infrequent (*Not at all and Less than once a month*), 1 to 3 times a month, 1 to 3 times a week,* and *Daily (*Every day and More than once a day).

Figure 52: Frequency Hearing Radio Ad



Q145: Over the past 6 months, how frequently have you heard a radio commercial or ad with a message against smoking and tobacco?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents enrolled in *9th grade and below* were more likely than expected to have heard an antitobacco ad *Infrequently* (31%) compared to respondents enrolled in *10th grade and above* (15%) [χ^2 (3) = 11.00, $p < .05$].

- No systematic relation was obtained between Q145 and media market [χ^2 (6) = 6.10, $p > .05$], respondent's gender [χ^2 (3) = 2.78, $p > .05$] , and age [χ^2 (6) = 9.91, $p > .05$] .

Change from 2002

- No significant difference was found between teens in the 2002 and 2003 studies in frequency of having heard an antitobacco radio ad [χ^2 (5) = 5.97, p > .05].

Unaided Recall of Radio Ads

The questionnaire next asked those teens who had heard a radio ad about the risk of tobacco over the past 6 months to describe up to four of those ads. Interviewers coded the responses into the ESD/IDHW ad list and recorded the responses verbatim for ads that were not on the list (those responses can be found in Appendix D). The results are shown in Table 38. Because respondents could mention more than one ad, the total number of responses is greater than the number of teens in the sample.

Table 38: Unaided Recall of Radio Ads (Recoded)

	Frequency	Percent of Responses	Percent of Cases
Other1	126	79.5	88.0
Surgeon General's Warning	***15***	***9.2***	***10.2***
Other2	11	6.8	7.5
Project filter (nonspecific)	***3***	***2.1***	***2.3***
Other3	2	1.4	1.6
A filter is...	***2***	***1.0***	***1.1***
Total	158	100.0	110.7

Q150: Please describe one of the antitobacco radio ads you have heard over the past 6 months.
Base: Respondents that had heard a radio ad about tobacco over past 6 months

Because the unaided recall counts for most of the ESD/ITPCP radio ads were small, the ability to analyze demographic differences is limited. Table 39 lists the significant demographic differences that were detectable by chi-square tests for mentioning individual ESD/ITPCP ads, mentioning any ESD/ITPCP ad, and mentioning any antitobacco radio ad.

Table 39: Significance Test Results for Unaided Recall of Radio Ads

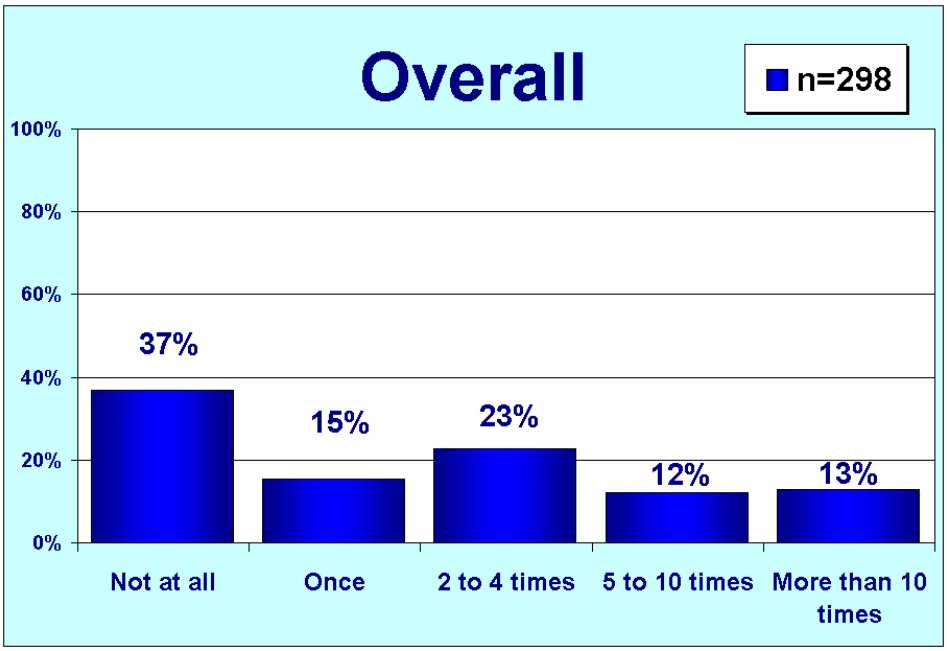
Advertisement	Overall %[a]	Significant Difference(s)
Surgeon General's Warning	4.8	Ninth-graders were more likely to mention the ad than teens in higher or lower grades (13.7%, 4.2%, and 1.8%, respectively)
Project Filter (nonspecific)	1.1	No significant differences
A Filter Is …	0.5	No significant differences
Only ESD/ITPCP Ad	5.5	Teens in 9th grade were the most likely to mention only ESD/ITPCP ads (13.7% for 9th graders, 4.3% for 10th grade or more, and 2.8% for 8th grade or less)
Any ESD/ITPCP Ad	6.2	Teens in 9th grade were the most likely to mention an ESD/ITPCP ad (14.0% for 9th graders, 4.3% for 10th grade or more, and 4.6% for 8th grade or less)
Any Antitobacco Ad	47.2	Girls were more likely than boys to mention any antitobacco radio ad in unaided recall (54.4% and 40.4%, respectively)

[a] Overall percentage of teens who mentioned a specific ad in unaided recall. Denominator includes teens that said they did not hear any antitobacco radio ads in the last 6 months.

How Often Heard Project Filter Radio Ad

Interviewers described for teens two radio ads that were part of the 2003 ESD/ITPCP media ad campaign: "A Filter Is …" and "Surgeon General's Warning." Both ads mentioned "Project Filter." Teens were then asked how many times they had heard either ad in the past 6 months. The results for that item are shown in Figure 53. Overall, 63% of teens said they had heard a Project Filter ad at least once in the past 6 months.

Figure 53: How Often Heard Project Filter Radio Ad



Q195: Over the past 6 months, how many times have you heard either of these ads?
Base: All respondents

Demographic Differences ($p < .05$)

- The oldest teens (ages 16–17) were likely to have heard a Project Filter radio ad more frequently than the youngest teens (ages 12–13). Likewise, teens in grades 10 and higher were likely to have heard one of those ads more frequently than teens in grades 8 and lower.

Discussion of Radio Media Ads

The radio media component of the 2003 Tobacco Counter Marketing Program involved three ads targeted to young adults in Idaho ages 18–24. These ads were scheduled to run as shown in Table 40.

Table 40: Radio Ad Schedule

Radio Ad	Dates
Filter Launch	Week of January 20, 2003–Week of February 24, 2003
Filter "Warning"	Week of March 17, 2003–Week of March 31, 2003 Week of April 14, 2003–Week of June 26, 2003
Filter "Warning" (Hispanic)	Week of February 17, 2003–Week of February 24, 2003 Week of March 17, 2003–Week of March 24, 2003 Week of April 28, 2003–Week of May 19, 2003

Overall, 84% of Idaho teens said they had heard an antitobacco radio ad over the past 6 months with a frequency of more than "none at all," and 47% had unaided recall of a specific antitobacco radio ad they had heard during the past 6 months.

Of the radio ads that were a part of the campaign, the "Surgeon General's Warning" ad was most memorable. This ad was in the most recent flights at the point of the survey interview, so this may to some extent reflect the recency of exposure to the ad. The ad in the first flight, "Filter Launch," was the least frequently recalled, which reinforces the interpretation that unaided recall reflects recency of exposure as much as, if not more than, the impression that the ad made.

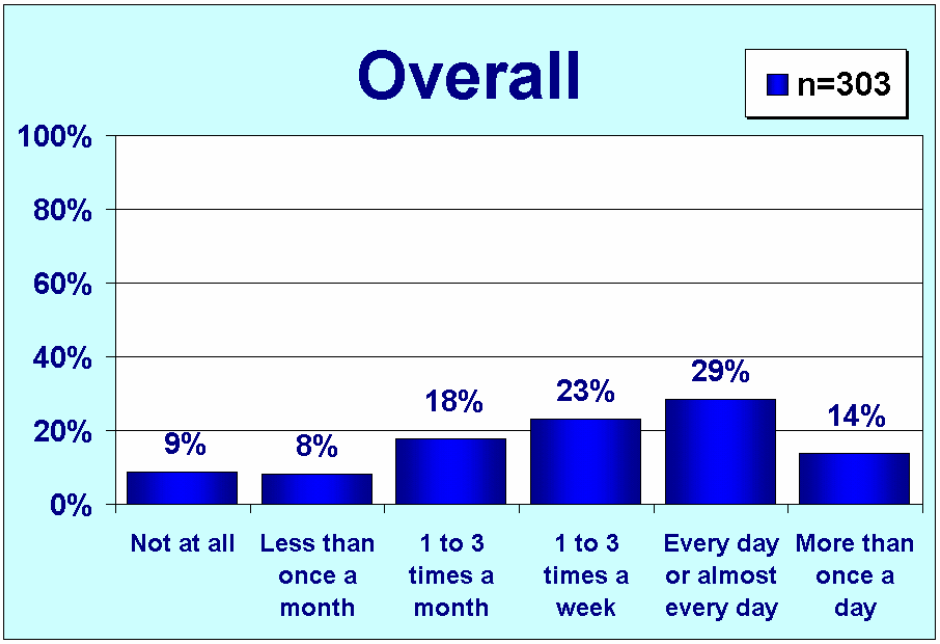
Of all Idaho teens, 6.2% identified one of the ESD/ITPCP radio ads in unaided recall, and 5.5% identified only ESD/ITPCP ads. Using unaided recall as a basis for comparison with other antitobacco radio ads, the radio ad component of the 2003 Tobacco Counter Marketing Program represents 13% of overall unprompted ad awareness. The ESD/ITPCP campaign ads were the only ones recalled by 12% of teens who recalled any antitobacco ads. Thus, the 2003 radio ad component can be said to account for roughly 12% of the impact of all antitobacco radio ads running in Idaho during the same period.

Though only 6% of Idaho teens recalled hearing an ESD/ITPCP ad unprompted, 63% said they heard one of the ads at least once when it was described to them. Ninth-graders mentioned an ESD/ITPCP ad more frequently than did teens in other grades. Because 9th-graders were not the heaviest users of radio, this result may reflect that the characteristics of the ad campaign were particularly well suited to reach and speak to that group.

Have Seen a Television Ad About Smoking and Tobacco

Teens were asked how frequently they had seen a TV commercial or ad telling with a message against smoking and tobacco over the past 6 months. The results for this item are shown in Figure 54. For some analyses, the obtained frequency distribution of Q155 was further recoded into four response categories: *Infrequent (*Not at all and Less than once a month*), 1 to 3 times a month, 1 to 3 times a week,* and *Daily (*Every day and More than once a day).

Figure 54: Frequency Seeing TV Ad



Q155: Over the past 6 months, how frequently have you seen a TV commercial or ad with a message against smoking and tobacco?
Base: All respondents

Demographic Differences ($p < .05$)

- Respondents ages *14–15 years old* were more likely than expected to have seen an antitobacco television ad *Daily* (52%) compared to respondents ages *12–13 years old* (31%) and *16–17 years old* (44%) [χ^2 (6) = 13.84, $p < .05$].

- No systematic relation was obtained between Q155 and media market [χ^2 (6) = 7.45, $p > .05$], respondent's gender [χ^2 (3) = 6.55, $p > .05$], and school grade [χ^2 (3) = 3.78, $p > .05$].

Change from 2002

- No significant difference was found between teens in the 2002 and 2003 studies in frequency of having seen an antitobacco TV ad [χ^2 (5) = 6.96, $p > .05$].

Unaided Recall of Television Ads

The questionnaire next asked those teens who had seen a TV ad about the risk of tobacco over the past 6 months to describe up to four of those ads. Interviewers coded the responses into the ESD/IDHW ad list and recorded the responses verbatim for ads that were not on the list (those responses can be found in Appendix D). The results are shown in Table 41. Because respondents could mention more than one ad, the total number of responses is greater than the number of teens in the sample.

Table 41: Unaided Recall of Television Ads (Recoded)

	Frequency	Percent of Responses	Percent of Cases
Other1	191	63.3	85.9
Other2	48	15.9	21.5
Project Filter (nonspecific)	***14***	***4.7***	***6.4***
Other3	13	4.4	6.0
Apartment (Grim Reaper)	***6***	***2.0***	***2.8***
Grim Reaper (nonspecific)	***6***	***2.0***	***2.7***
Shooting Pool (Grim Reaper)	***6***	***1.9***	***2.6***
Chuck: Sex or Chicken	***4***	***1.3***	***1.7***
Car (Grim Reaper)	***4***	***1.2***	***1.6***
Bowling (Grim Reaper)	***2***	***0.7***	***1.0***
Idaho QuitNet (nonspecific)	***2***	***0.6***	***0.8***
Dying for a Smoke (T-Shirt)	***1***	***0.4***	***0.6***
It's Not a Choice (T-Shirt)	***1***	***0.4***	***0.5***
Drag Puff Wheeze (T-Shirt)	***1***	***0.4***	***0.5***
T-Shirt (nonspecific)	***1***	***0.4***	***0.5***
Death Kills 5 Out of 5 (T-Shirt)	***1***	***0.3***	***0.4***
Hands Off (T-Shirt)	***1***	***0.2***	***0.3***
Total	302	100.0	135.7

Q160: Please describe one of the antitobacco television ads you have seen over the past 6 months.
Base: Respondents that had heard a radio ad about tobacco over past 6 months

Because the unaided recall counts for most of the ESD/ITPCP TV ads were small, the ability to analyze demographic differences is limited. Table 42 lists the significant demographic differences that were detectable by chi-square tests for mentioning individual ESD/ITPCP ads, mentioning any ESD/ITPCP ad, and mentioning any antitobacco TV ad.

Table 42: Significance Test Results for Unaided Recall of TV Ads

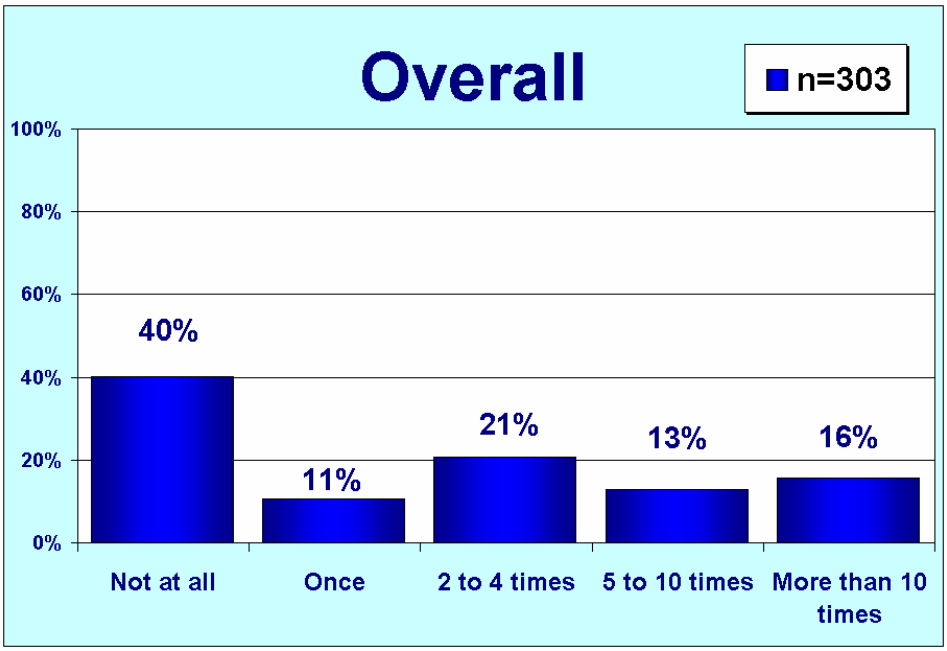
Advertisement	Overall %[a]	Significant Difference(s)
Grim Reaper (any)	5.4	No significant differences
Project Filter (nonspecific)	4.8	No significant differences
T-Shirt (any)	1.7	No significant differences
Chuck (any)	1.2	No significant differences
Idaho QuitNet (nonspecific)	0.6	No significant differences
Only ESD/ITPCP Ad	7.9	No significant differences
Any ESD/ITPCP Ad	10.5	12-year-olds were much more likely than older teens to mention any ESD/ITPCP TV ad (25.5%, with percentages for older teens ranging from 5.4% for 13-year-olds to 10.7% for 17-year-olds)
Any Antitobacco Ad	72.4	Teens in 10th grade or higher were the most likely to mention any antitobacco TV ad (80.3%, compared with 68.6% of 9th graders and 64.2% of teens in lower grades

[a] Overall percentage of teens who mentioned a specific ad in unaided recall. Denominator includes teens that said they did not see any antitobacco TV ads in the last 6 months.

How Often Seen a Grim Reaper TV Ad

Interviewers described for teens a set of TV ads that were part of the 2003 ESD/ITPCP media ad campaign, all of which featured the grim reaper and three young persons. Respondents were then asked how many times they had seen any of those ads in the past 6 months. The results for that item are shown in Figure 55. Overall, 60% of teens said they had seen a Grim Reaper TV ad at least once in the past 6 months.

Figure 55: How Often Seen Grim Reaper TV Ad



Q200: Over the past 6 months, how many times have you seen any of these ads?
Base: All respondents

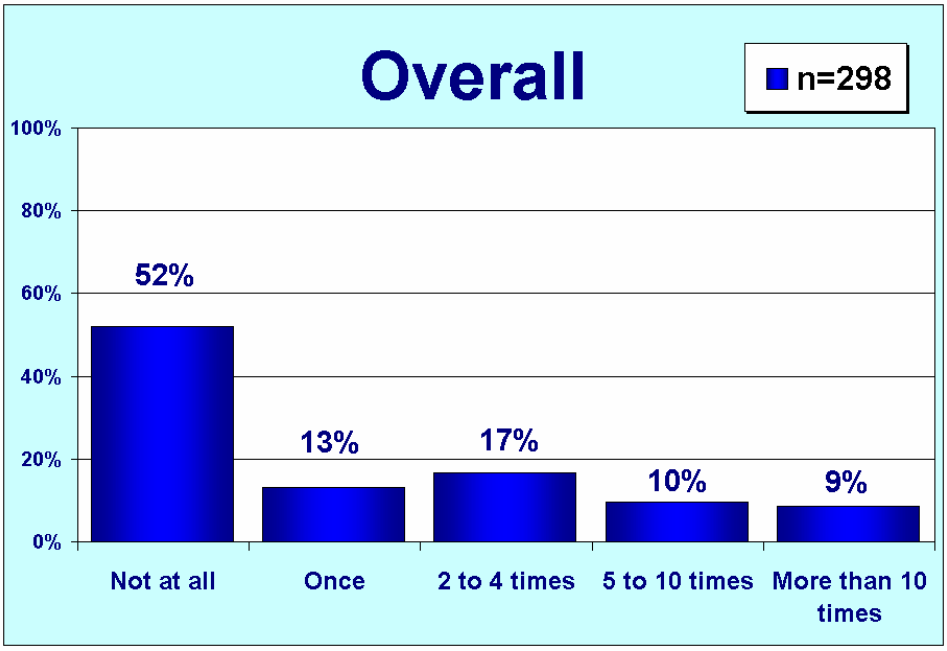
Demographic Differences ($p < .05$)

- On average, teens in Southwestern Idaho recalled seeing a Grim Reaper TV ad more frequently than teens in Northern Idaho did.
- On average, teens in 10th grade or higher recalled seeing a Grim Reaper TV ad more frequently than teens in 9th grade.

How Often Seen a T-Shirt TV Ad

Interviewers described for teens a set of TV ads that were part of the 2003 ESD/ITPCP media ad campaign, all of which featured young persons wearing black T-shirts with antitobacco phrases. Respondents were then asked how many times they had seen any of those ads in the past 6 months. The results for that item are shown in Figure 56. Overall, 48% of teens said they had seen a T-Shirt TV ad at least once in the past 6 months.

Figure 56: How Often Seen T-Shirt TV Ad



Q205: Over the past 6 months, how many times have you seen any of these ads?
Base: All respondents

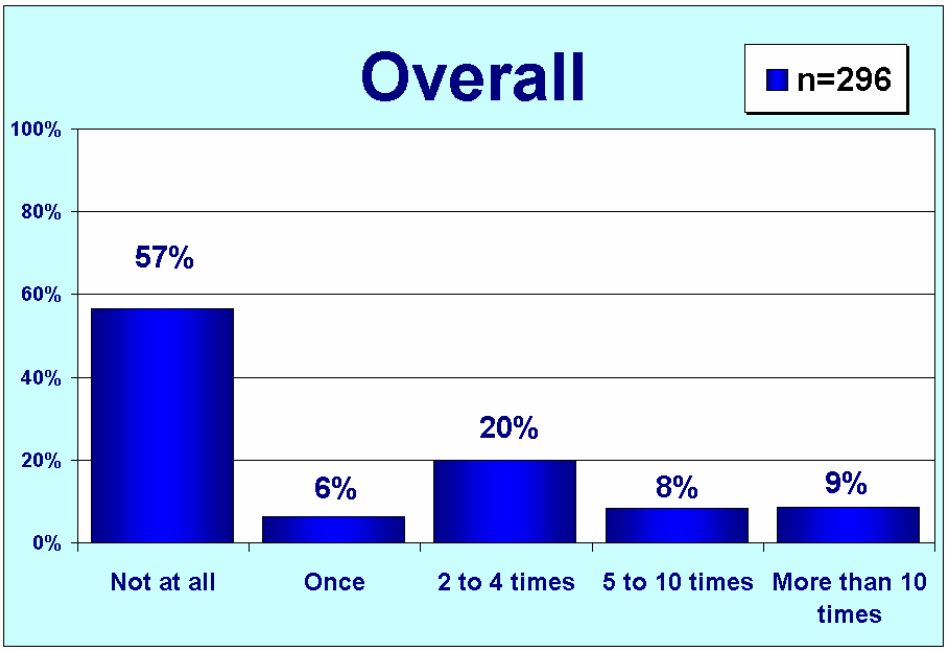
Demographic Differences ($p < .05$)

- On average, teens in Southeastern Idaho recalled seeing a T-Shirt TV ad more frequently than teens in Northern Idaho did.
- On average, teens ages 16–17 recalled seeing a T-Shirt TV ad more frequently than did teens ages 12–13.
- Similarly, teens in 10th grade or higher had a higher average rate of recalling having seen a T-Shirt TV ad than teens in 8th grade or lower did.

How Often Seen a Chuck TV Ad

Interviewers described for teens two TV ads that were part of the 2003 ESD/ITPCP media ad campaign, both of which featured a character named Chuck. Respondents were then asked how many times they had seen either of those ads in the past 6 months. The results for that item are shown in Figure 57. Overall, 43% of teens said they had seen a Chuck TV ad at least once in the past 6 months.

Figure 57: How Often Seen Chuck TV Ad



Q210: Over the past 6 months, how many times have you seen either of these ads?
Base: All respondents

Demographic Differences ($p < .05$)

- On average, teens in Southeastern and Southwestern Idaho recalled seeing a Chuck TV ad more frequently than teens in Northern Idaho did.
- On average, girls recalled seeing a Chuck TV ad more frequently than boys did.

Discussion of Television Media Ads

The television media component of the 2003 Tobacco Counter Marketing Program targeted to young adults (ages 18–24) involved two programs, Project Filter and Idaho QuitNet. Two ad series ("Grim Reaper" and "T-Shirt") represented Project Filter and one ("Chuck") represented Idaho QuitNet. The Grim Reaper series included four ads, the T-Shirt series included eight ads, and the Chuck series included two ads—totalling14 ads. These were scheduled to run during FY 2003 as shown in Table 43.

Table 43: Television Ad Schedule

Television Ads	Dates
Idaho QuitNet: "Chuck: Toilet"	Week of November 18, 2002 Week of December 30, 2002
Project Filter: "T-Shirt"	Week of January 30, 2003–Week of March 10, 2003
Project Filter: "Grim Reaper"	Week of March 17, 2003–Week of March 31, 2003 Week of April 14, 2003–Week of May 26, 2003
Idaho QuitNet: "Chuck: Sex"	Week of April 7, 2003–Week of April 14, 2003 Week of May 12, 2003 Week of June 9, 2003

Overall, 91% of Idaho teens said they had heard an antitobacco TV ad over the past 6 months with a frequency of more than "none at all," and 72% described a specific antitobacco television ad they had seen during the past 6 months.

Of the television ads that were a part of the campaign, the "Grim Reaper" series and the phrase "Project Filter" were the most memorable. The Grim Reaper ads were in the most recent flights at the point of the survey interview, so this result may to some extent reflect the recency of exposure to the ad as much as its memorable qualities.

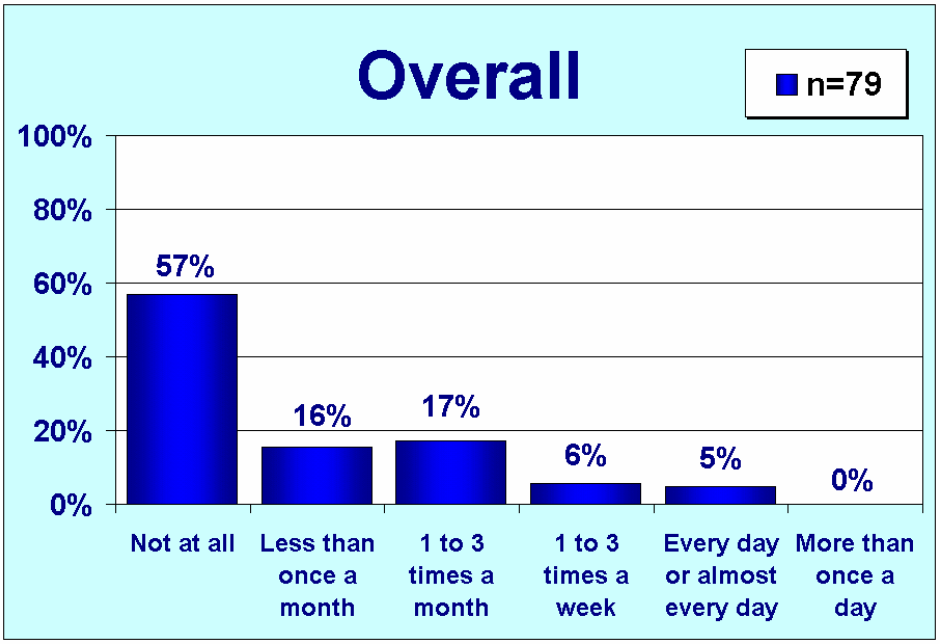
Of all Idaho teens, 10.5% identified one of the ESD/ITPCP television ads in unaided recall, and 7.9% identified only ESD/ITPCP ads. Using unaided recall as a basis for comparison with other antitobacco television ads, the television ad component of the 2003 Tobacco Counter Marketing Program represents 15% of overall unprompted ad awareness. The ESD/ITPCP campaign ads were the only ones recalled by 11% of teens who recalled any antitobacco ads. Thus, the 2003 television ad component can be said to account for roughly 13% of the impact of all antitobacco television ads running in Idaho during the same period.

Though only 11% of Idaho teens recalled seeing an ESD/ITPCP ad unprompted, 91% said they had seen the one of the ads at least once when it was described to them. Twelve-year-olds were more likely than older teens to mention an ESD/ITPCP TV ad in unaided recall. Because TV viewing is heaviest among the youngest teens, this result may simply reflect relative consumption of television. One should not infer that the characteristics of the ads were particularly well suited for young teens.

Have Seen Bus Bench Ad About Smoking and Tobacco

Only teens from Ada County were asked how frequently they had seen a bus bench telling them about the risks of smoking and tobacco over the past 6 months. The results for this item are shown in Figure 58. For some analyses, the obtained frequency distribution of Q165 was further recoded into four response categories: *Infrequent (*Not at all and Less than once a month*), 1 to 3 times a month, 1 to 3 times a week,* and *Daily (*Every day and More than once a day).

Figure 58: Frequency Seeing Bus Bench



Q165: Over the past 6 months, how frequently have you seen a bus bench with a message against smoking and tobacco?
Base: All respondents in Market 2 area only

Demographic Differences ($p < .05$)

- No systematic relation was obtained between Q165 and media market [χ^2 (6) = 0.38, p > .05], respondent's gender [χ^2 (3) = 1.35, p > .05], age [χ^2 (6) = 2.06, p > .05], and school grade [χ^2 (3) = 1.54, p > .05].

Unaided Recall of Bus Benches

The questionnaire next asked those teens who had seen a bus bench about the risk of tobacco over the past 6 months to describe up to four of those ads. Interviewers coded the responses into the ESD/IDHW ad list and recorded the responses verbatim for ads that were not on the list (those responses can be found in Appendix D). The results are shown in Table 44. Because respondents could mention more than one ad, the total number of responses is greater than the number of teens in the sample.

Table 44: Unaided Recall of Bus Bench Ads (Recoded)

	Frequency	Percent of Responses	Percent of Cases
Project filter (nonspecific)	***6***	***30.0***	***30.0***
Other1	6	29.9	29.9
Death kills 5 out of every 5 dead smoker	***5***	***25.9***	***25.9***
It's not a choice. It's a lung	***2***	***8.2***	***8.2***
Surgeon General's Warning	***1***	***6.1***	***6.1***
Total	19	100.0	100.0

Q170: Please describe one of the antitobacco bus benches you have seen over the past 6 months.
Base: Respondents that had seen a bus bench about tobacco over past 6 months

Because the unaided recall counts for most of the ESD/ITPCP TV ads were small, the ability to analyze demographic differences is limited. Table 45 lists the significant demographic differences that were detectable by chi-square tests for mentioning individual ESD/ITPCP ads, mentioning any ESD/ITPCP ad, and mentioning any antitobacco bus bench ad.

Table 45: Significance Test Results for Unaided Recall of Bus Bench Ads

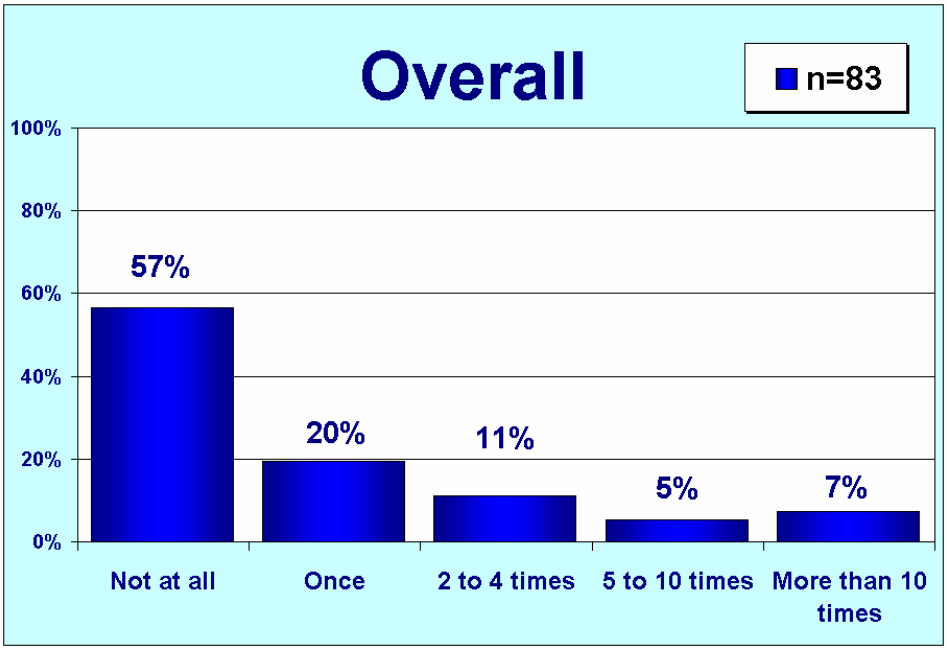
Advertisement	Overall %[a]	Significant Difference(s)
Project Filter (any ESD)	16.7	No significant differences
Only ESD/ITPCP Ad	16.7	No significant differences
Any Antitobacco Ad	23.8	No significant differences

[a] Overall percentage of teens who mentioned a specific ad in unaided recall. Denominator includes teens that said they did not see any antitobacco bus bench ads in the last 6 months.

How Often Seen a Project Filter Bus Bench Ad

Interviewers described for teens in the Southwestern market area a set of bus bench ads that were part of the 2003 ESD/ITPCP media ad campaign in the Boise area, all of which featured antitobacco phrases and Project Filter. Respondents were then asked how many times they had seen any of those ads in the past 6 months. The results for that item are shown in Figure 59. Overall, 43% of teens said they had seen a Project Filter bus bench ad at least once in the past 6 months.

Figure 59: How Often Seen Project Filter Bus Bench Ad



Q215: Over the past 6 months, how many times have you seen any of these ads on a bus bench?
Base: All respondents

Demographic Differences ($p < .05$)

- No statistically significant differences were found between demographic groups (age, sex, grade in school) in the frequency with which they said they saw a Project Filter bus bench ad.

Discussion of Bus Bench Media Ads

The bus bench media component of the 2003 Tobacco Counter Marketing Program targeted to young adults (ages 18–24) referenced the Project Filter program. The series included five ads, each with a separate antitobacco message. These ads were only deployed in the Boise area and were scheduled to run during FY 2003 from the week of January 27, 2003, through the week of June 23, 2003.

Overall, 43% of Idaho teens said they had seen an antitobacco bus bench ad over the past 6 months with a frequency of more than "none at all," and 24% described a specific antitobacco bus bench ad they had seen during the past 6 months.

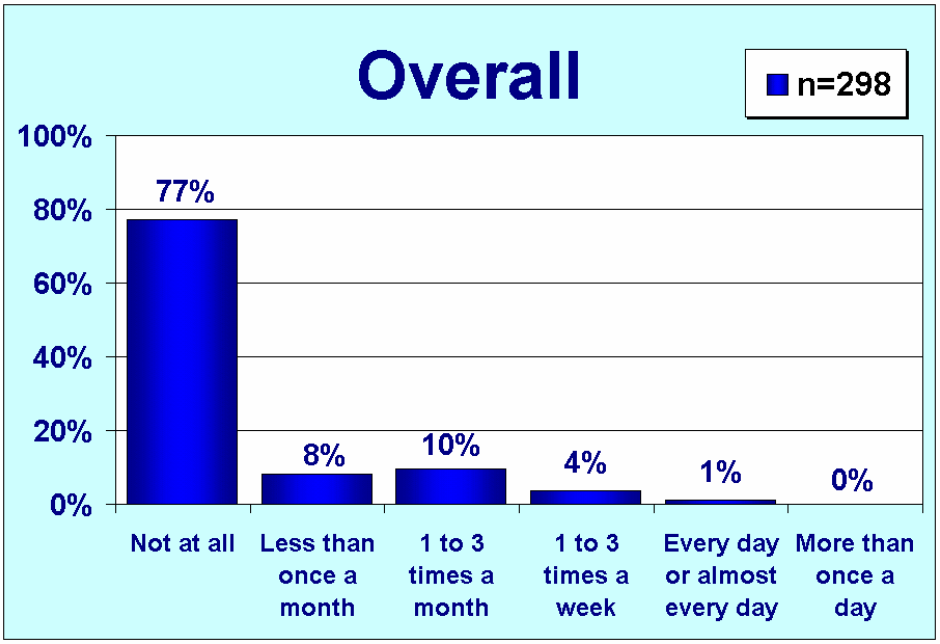
Of all Idaho teens, 16.7% identified one of the ESD/ITPCP bus bench ads in unaided recall; the same percentage identified only ESD/ITPCP ads. Using unaided recall as a basis for comparison with other antitobacco bus bench ads, the bus bench ad component of the 2003 Tobacco Counter Marketing Program represents 70% of overall unprompted ad awareness. The ESD/ITPCP campaign ads were also the only ones recalled by 70% of teens who recalled any antitobacco ads. Thus, the 2003 bus bench ad component can be said to account for roughly 70% of the impact of all antitobacco bus bench ads running in Idaho during the same period.

Though only 17% of Idaho teens recalled seeing an ESD/ITPCP bus bench ad unprompted, 43% said they had seen the one of the ads at least once when it was described to them.

Have Seen a Newspaper Ad About Smoking and Tobacco

Teens were asked how frequently they had seen a newspaper ad, including campus and alternative newspaper, with a message against smoking and tobacco over the past 6 months. The results for this item are shown in Figure 60. For some analyses, the obtained frequency distribution of Q175 was further recoded into four response categories: *Infrequent (*Not at all and Less than once a month*), 1 to 3 times a month, 1 to 3 times a week,* and *Daily (*Every day and More than once a day).

Figure 60: Frequency Seeing Newspaper Ad



Q175: Over the past 6 months, how frequently have you seen a newspaper ad with a message against smoking and tobacco?
Base: All respondents

Demographic Differences ($p < .05$)

- No systematic relation was obtained between Q175 and media market [χ^2 (6) = 6.80, p > .05], respondent's gender [χ^2 (3) = 1.66, p > .05], age [χ^2 (6) = 2.88, p > .05], and school grade [χ^2 (3) = 2.43, p > .05].

Unaided Recall of Newspaper Ads

The questionnaire next asked those teens who had seen a newspaper ad about the risk of tobacco over the past 6 months to describe up to four of those ads. Interviewers coded the responses into the ESD/IDHW ad list and recorded the responses verbatim for ads that were not on the list. (Those responses can be found in Appendix D.) The results are shown in Table 46. Because respondents could mention more than one ad, the total number of responses is greater than the number of teens in the sample.

Table 46: Unaided Recall of Newspaper Ads (Recoded)

	Frequency	Percent of Responses	Percent of Cases
Other1	34	90.2	92.5
Surgeon General's Warning	***2***	***4.8***	***5.0***
Other2	1	2.5	2.6
Project filter (nonspecific)	***1***	***1.6***	***1.7***
Death kills 5 out of every 5 dead smoker	***0***	***0.8***	***0.8***
Total	38	100.0	102.6

Q180: Please describe one of the antitobacco newspaper ads you have seen over the past 6 months.
Base: Teens that had seen a newspaper ad about tobacco over past 6 months

Because the unaided recall counts for most of the ESD/ITPCP newspaper ads were small, the ability to analyze demographic differences is limited. Table 47 lists the significant demographic differences that were detectable by chi-square tests for mentioning individual ESD/ITPCP ads, mentioning any ESD/ITPCP ad, and mentioning any antitobacco newspaper ad.

Table 47: Significance Test Results for Unaided Recall of Newspaper Ads

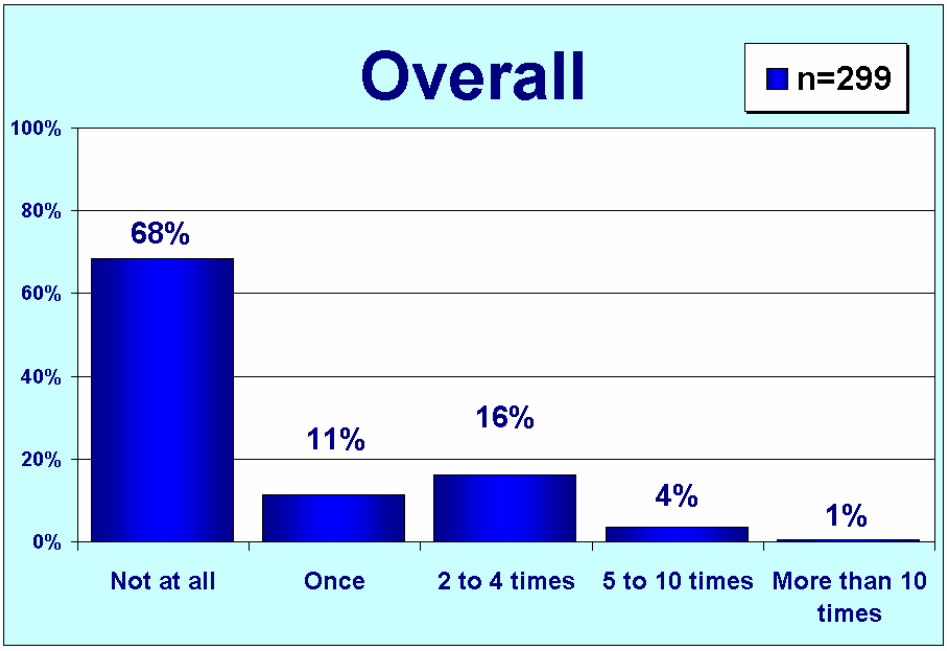
Advertisement	Overall %[a]	Significant Difference(s)
Project Filter (any ESD)	0.9	No significant differences
Only ESD/ITPCP Ad	0.9	No significant differences
Any Antitobacco Ad	12.0	Teens ages 14–15 were the most likely to have seen any antitobacco newspaper ad; teens ages 12–13 were the least likely

[a] Overall percentage of teens who mentioned a specific ad in unaided recall. Denominator includes teens that said they did not see any antitobacco newspaper ads in the last 6 months.

How Often Seen a Project Filter Newspaper Ad

Interviewers described for teens a set of newspaper ads that were part of the 2003 ESD/ITPCP media ad campaign, all of which featured antitobacco phrases and Project Filter. Respondents were then asked how many times they had seen any of those ads in the past 6 months. The results for that item are shown in Figure 61. Overall, 32% of teens said they had seen a Project Filter newspaper ad at least once in the past 6 months.

Figure 61: How Often Seen Project Filter Newspaper Ad



Q220: Over the past 6 months, how many times have you seen any of these ads in a newspaper?
Base: All teens

Demographic Differences ($p < .05$)

- No statistically significant differences were found between demographic groups (age, sex, grade in school) in the frequency with which they said they saw a Project Filter newspaper ad.

Discussion of Newspaper Media Ads

The newspaper media component of the 2003 Tobacco Counter Marketing Program targeted to young adults (ages 18–24) involved the Project Filter program. The series included four ads. These were scheduled to run during FY 2003 as shown in Table 48.

Table 48: Newspaper Ad Schedule

Newspapers	Dates
College	Week of February 3, 2003–Week of April 28, 2003
Alternative	Week of February 3, 2003–Week of April 28, 2003
Hispanic	Week of February 24, 2003–Week of May 26, 2003
Native American	Week of February 3, 2003–Week of June 23, 2003

Overall, 23% of Idaho teens said they had seen an antitobacco newspaper ad over the past 6 months with a frequency of more than "none at all," and 12% described a specific antitobacco newspaper ad they had seen during the past 6 months.

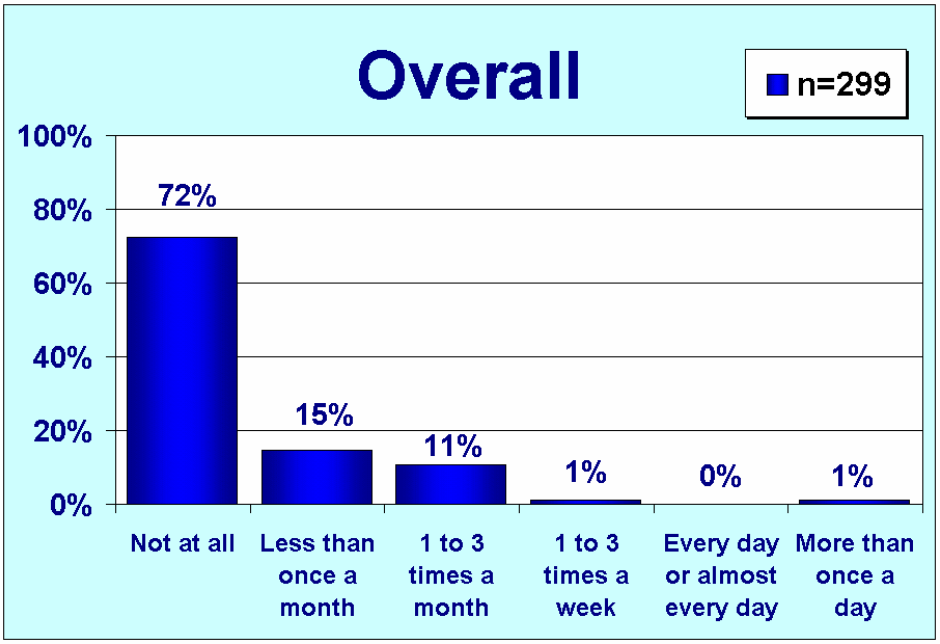
Of all Idaho teens, 0.9% identified one of the ESD/ITPCP newspaper ads in unaided recall; the same percentage identified only ESD/ITPCP ads. Using unaided recall as a basis for comparison with other antitobacco newspaper ads, the newspaper ad component of the 2003 Tobacco Counter Marketing Program represents 8% of overall unprompted ad awareness. The ESD/ITPCP campaign ads were the only ones recalled by 8% of teens who recalled any antitobacco ads. Thus, the 2003 newspaper ad component can be said to account for roughly 8% of the impact of all antitobacco newspaper ads running in Idaho during the same period.

Although less than one percent of Idaho teens recalled seeing an ESD/ITPCP newspaper ad unprompted, 32% said they had seen the one of the ads at least once when it was described to them.

Have Seen a Cinema Slide About Smoking and Tobacco

Teens were asked how frequently they had seen an ad on a cinema slide with a message against smoking and tobacco over the past 6 months. The results for this item are shown in Figure 62. For some analyses, the obtained frequency distribution of Q185 was further recoded into four response categories: *Infrequent (*Not at all and Less than once a month*), 1 to 3 times a month, 1 to 3 times a week,* and *Daily (*Every day and More than once a day).

Figure 62: Frequency Seeing Cinema Slide



Q185: Over the past 6 months, how frequently have you seen an ad on a movie theater slide with a message against smoking and tobacco?
Base: All teens

Demographic Differences ($p < .05$)

- No systematic relation was obtained between Q185 and media market [χ^2 (6) = 3.95, p > .05], respondent's gender [χ^2 (3) = 5.72, p > .05], age [χ^2 (6) = 4.28, p > .05], and school grade [χ^2 (3) = 3.05, p > .05].

Unaided Recall of Cinema Slide Ads

The questionnaire next asked those teens who had seen a cinema slide with a message against smoking and tobacco over the past 6 months to describe up to four of those ads. Interviewers coded the responses into the ESD/IDHW ad list and recorded the responses verbatim for ads that were not on the list (those responses can be found in Appendix D). The results are shown in Table 49. Because respondents could mention more than one ad, the total number of responses is greater than the number of teens in the sample.

Table 49: Unaided Recall of Cinema Slides

	Frequency	Percent of Responses	Percent of Cases
Other1	36	84.1	85.4
Cigarette	***2***	***5.6***	***5.7***
Other2	2	4.7	4.8
Shoe	***1***	***2.7***	***2.8***
Idaho QuitNet (nonspecific)	***1***	***1.6***	***1.6***
Scissors	***1***	***1.3***	***1.3***
Total	43	100.0	101.6

Q180: Please describe one of the antitobacco movie theater ads you have seen over the past 6 months.
Base: Teens that had seen a cinema ad about tobacco over past 6 months

Because the unaided recall counts for most of the ESD/ITPCP cinema slide ads were small, the ability to analyze demographic differences is limited. Table 47 lists the significant demographic differences that were detectable by chi-square tests for mentioning individual ESD/ITPCP ads, mentioning any ESD/ITPCP ad, and mentioning any antitobacco cinema slide ad.

Table 50: Significance Test Results for Unaided Recall of Cinema Slide Ads

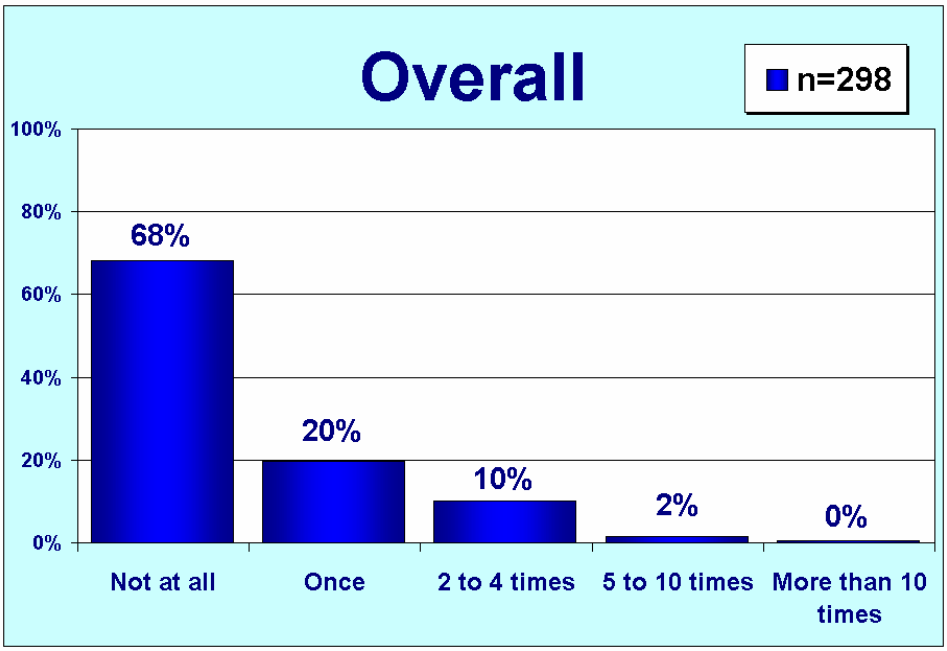
Advertisement	Overall %[a]	Significant Difference(s)
Idaho QuitNet (any ESD)	1.6	No significant differences
Only ESD/ITPCP Ad	1.6	No significant differences
Any Antitobacco Ad	14.3	No significant differences

[a] Overall percentage of teens who mentioned a specific ad in unaided recall. Denominator includes teens that said they did not see any antitobacco cinema slide ads in the last 6 months.

How Often Seen an Idaho QuitNet Movie Slide Ad

Interviewers described for teens a set of movie slide ads that were part of the 2003 ESD/ITPCP media ad campaign, all of which featured antitobacco images and Idaho QuitNet. Respondents were then asked how many times they had seen any of those ads in the past 6 months. The results for that item are shown in Figure 63. Overall, 32% of teens said they had seen an Idaho QuitNet movie slide ad at least once in the past 6 months.

Figure 63: How Often Seen Idaho QuitNet Movie Slide Ad



Q225: Over the past 6 months, how many times have you seen any of these ads on a slide in a movie theater?
Base: All teens

Demographic Differences ($p < .05$)

- On average, teens in 10th grade or higher saw an Idaho QuitNet cinema slide ad more frequently than did teens in 8th grade or lower.

Discussion of Cinema Slide Media Ads

The cinema slide media component of the 2003 Tobacco Counter Marketing Program targeted to young adults (ages 18–24) involved the Idaho QuitNet program. The series included three ads. These were scheduled to run during FY 2003 as shown in Table 51.

Table 51: Newspaper Ad Schedule

Slides	Dates
"Scissors"	Week of November 25, 2002–Week of December 23, 2002 Week of February 24, 2003–Week of March 24, 2003 (Twin Falls only)
"Shoe"	Week of December 30, 2002–Week of January 20, 2003 Week of March 31, 2003–Week of April 21, 2003 (Twin Falls only)
"Cigarette"	Week of January 27, 2003–Week of February 17, 2003 Week of April 28, 2003–Week of May 19, 2003 (Twin Falls only)

Overall, 28% of Idaho teens said they had seen an antitobacco cinema slide ad over the past 6 months with a frequency of more than "none at all," and 14% described a specific antitobacco slide they had seen during the past 6 months.

Of all Idaho teens, 1.6% identified one of the ESD/ITPCP cinema slide ads in unaided recall; the same percentage identified only ESD/ITPCP ads. Using unaided recall as a basis for comparison with other antitobacco slide ads, the slide ad component of the 2003 Tobacco Counter Marketing Program represents 11% of overall unprompted ad awareness. The ESD/ITPCP campaign ads were the only ones recalled by 11% of teens who recalled any antitobacco ads. Thus, the 2003 slide ad component can be said to account for roughly 11% of the impact of all antitobacco slide ads running in Idaho during the same period.

Although less than two percent of Idaho teens recalled seeing an ESD/ITPCP cinema slide ad unprompted, 32% said they had seen the one of the ads at least once when it was described to them.

Media Ad Campaign and Behavior Related to Tobacco

One of the goals of the 2003 Tobacco Counter Marketing Program was to promote the discussion of tobacco among Idaho teens. Is there a detectable association between teens' recall of ads and whether or not they talked with someone about tobacco? Two items discussed earlier in this report measured aspects of talk about tobacco:

- In the last 6 months, about how often did you talk with anyone about smoking or tobacco? (Q135)

- Would you say your talk was mostly negative about tobacco, mostly positive about tobacco, or neutral about it? (Q140)

The distributions of teens' answers to these questions are shown in Figure 50 and Figure 51, respectively.

Ad Recall and Talking with Others about Smoking

A number of significant associations were found between media behavior, unaided recall, and the amount of talking with someone about smoking or tobacco that teens had done in the last 6 months.

Media Differences ($p < .05$)

For teens, the amount of talking with someone about smoking or tobacco is positively associated with:

- Being a heavy radio listener (Q010)
- Unaided recall of "A filter is …" radio ad (RADIO1)
- Unaided recall of "Surgeon General's Warning" radio ad (RADIO2)
- Unaided recall of any ESD/ITPCP radio ad (ESDRADIO)
- Unaided recall of only ESD/ITPCP radio ads (ESDREXCL)
- Unaided recall of "Grim Reaper" TV ad (TV01)
- Unaided recall of a Project Filter TV ad (TV04)
- Unaided recall of any ESD/ITPCP radio ad (ESD_TV)
- Unaided recall of any ESD/ITPCP 2003 ad (ESD_AD)

Summary. A number of positive relationships were found between unaided recall of antitobacco ads since January 2003 and the amount of talk with someone about smoking or tobacco. These relationship were only found for ads in the 2003 ESD/ITPCP campaign (compared to all other ads that were mentioned grouped together). This suggests that, even though these ads were targeted to the young adult audience, they are the most memorable of all ads deployed during that period to those teens in Idaho who engage in talk about smoking.

Tobacco Differences ($p < .05$)

For teens, the amount of talking with someone about smoking or tobacco is positively associated with:

- Having smoked a whole cigarette (Q025)
- Having tried or experimented with cigarette smoking (Q030)

Summary. On average, teens who have smoked or who have tried or experimented with smoking engage in talk with someone about smoking or tobacco more frequently than do those who have not.

Ad Recall and Attitude of Talk about Tobacco

Several significant associations were found between media behavior, ad recall, and the attitude of the talk in which teens had engaged in the six months preceding the survey interview. Here, a "positive" association refers to the likelihood of having a "mostly negative" attitude toward tobacco, and a "negative" association refers to the likelihood of having a "neutral" or "mostly positive" attitude in teens' talk with others.

Media Differences ($p < .05$)

For teens, having a greater negative (or less positive) attitude toward smoking or tobacco in talk with others is positively associated with:

- Unaided recall of "Surgeon General's Warning" radio ad (RADIO2)
- Unaided recall of radio ad mentioning "Project Filter" (RADIO3)
- Unaided recall of "Chuck" TV ad (TV05)
- Unaided recall of "Idaho QuitNet" TV ad (TV07)
- Unaided recall of only ESD/ITPCP newspaper ads (SRC_NP2)

Summary. Several positive relationships were found between unaided recall of antitobacco ads since January 2003 and the attitude of talk with someone about smoking or tobacco. These relationship were only found for ads in the 2003 ESD/ITPCP campaign. This suggests that, even though these ads were targeted to the young adult audience, they are the most memorable of all ads deployed during that period to those teens in Idaho who engage in relatively negative talk about smoking.

Tobacco Differences ($p < .05$)

For teens, having a greater negative (or less positive) attitude toward smoking or tobacco in talk with others is positively associated with:

- Having never smoked a whole cigarette (Q025)

- Having smoked a whole cigarette or having experimented with smoking more than 6 months before the survey interview (Q035)

- Among teens who had ever smoked a whole cigarette or experimented with smoking, having smoked no cigarettes in the 30 days preceding the survey interview (Q050)

Summary. Teens who showed greater negative attitude toward smoking and tobacco in their talk about tobacco tended to be former smokers or teens who had never smoked. This suggests that promoting negative attitude in talk about smoking and tobacco through exposure to the media ad campaign is more difficult for teens that are currently using tobacco than for nonsmokers.

Ad Recall and Smoking Status

One of the goals of the 2003 Tobacco Counter Marketing Program was to promote quitting and prevent the initiation of tobacco use among young people in Idaho. The 2003 campaign was targeted to young adults rather than teens, but it certainly reached teens. Therefore, the questions addressed in the 2002 study may be relevant for the present research. Are there detectable associations among:

- Teens' recall of ads,
- Their smoking status, and
- Their stage of change related to smoking?

These items were discussed individually earlier in this report. (See smoking status in Figure 48 and stages of quitting smoking in Figure 49.)

A number of significant associations were found between media behavior, ad recall, and the teen's smoking status in the 2002 study. Unfortunately, the smaller sample size this year, perhaps coupled with the teens' status as a secondary audience for the 2003 campaign, lead to only one significant statistical relationship test.

Media Differences ($p < .05$)

- Teens who had seen any antitobacco ad in any of the tested channels in the six months preceding the survey interview were less likely to be current smokers than those who had not seen an antitobacco ad (4.3% and 12.5%, respectively) (ANY_AD) [χ^2 (2) = 6.74, $p < .05$].

Summary. Current smokers were less likely than other teens to have seen any antitobacco ad in any of the tested channels. This suggests that antitobacco ad campaigns targeted to this population have the potential for greater impact among nonsmokers (by discouraging future tobacco use) than among smokers (by encouraging cessation or reduction of tobacco use).

Comparisons with Previous Media Ad Campaign Evaluations

This study is the fourth in a series of annual surveys that have collected data from Idaho teens in an effort to evaluate the antitobacco media ad campaigns that have run each year. One of the goals of this year's evaluation is—where comparable data have been collected—to analyze change over the four-year period.

On this year's questionnaire, most items for teens are identical to those collected for the 2002 survey. Table 52 shows the 2001, 2002, and 2003 survey results for the important items.[2]

Table 52: Comparison of 2001–2003 Estimates

Measure	2001 Estimate[a]	95% C.I.[b]	2002 Estimate	95% C.I.[b]	2003 Estimate	95% C.I.[b]
Smoked in the past 30 days? (percent "yes")	8.3	2.7	7.6	2.1	5.9	2.6
Smoking Status						
• Current frequent smoker (percent)	NA	NA	2.8	1.3	1.9	1.5
• Current infrequent smoker (percent)	NA	NA	4.9	1.7	3.8	2.2
• Former smoker (percent)	NA	NA	20.5	3.1	15.4	4.1
• Never smoked (percent)	NA	NA	71.9	3.5	78.8	4.6
Seen any antitobacco TV ad (percent "yes")	68.-	4.5	85.4	2.8	91.4	5.0
Heard any antitobacco radio ad (percent "yes")	75.-	4.2	92.9	2.0	83.8	3.2

[a] 2001 estimates for exposure to radio, television, and billboard ads were presented rounded to the nearest whole percentage point.
[b] Estimated 95% confidence intervals (±) for binomial proportion assuming a simple random sample

Because of the small sample size in the 2003 media ad campaign evaluation for teens, insufficient statistical power was available to detect significant differences.

[2] 2001 estimates are published in *Tobacco Media Evaluation: Effects of Print, Radio, and TV Anti-tobacco Marketing in Idaho, 2000-2001*. State of Idaho Department of Health and Welfare, Bureau of Health Promotion, Tobacco Control Program.

Discussion

The 2003 Tobacco Counter Marketing Campaign Evaluation set out to answer several research questions. Here each one is discussed based on the relevant survey results. Finally, suggestions are provided for future media campaign evaluation efforts.

Research Questions

How effective has the media campaign been based on campaign objectives and media messages for teens (12- to 17-year-olds) in Idaho?

The FY 2003 Idaho Counter Marketing Program intended to reach young adults (ages 18–24) in Idaho via multiple media channels with messages that tobacco use is harmful, inconvenient, and socially undesirable. Because teens (ages 12–17) would be exposed to at least some of ads from this campaign, ESD and IDHW desired that the response of teens to the campaign also be examined.

Considering all channels together (radio, television, bus benches, newspapers, and theater slides), 84% of teens mentioned having seen/heard at least one antitobacco ad in the 6 months preceding the survey interview through unaided recall. (This compares to 83% of young adults.) For ads run as part of the ESD/ITPCP campaign, 19% of teens were able to mention them in unaided recall (a very conservative recall test). (This compares to 29% of young adults.) No teens recalled only ads in the ESD/ITPCP campaign (very close to the result for young adults.) This indicates the shared role of the campaign in the larger media message system distributing antitobacco messages to the target population. No specific unaided awareness reach goals were set for the campaign, so these results can best serve as a point of comparison for future evaluation projects.

What conclusions can be drawn to guide message development and delivery to Idaho teens?

Table 53 compares the results of important demographic and outcome variables across the five channels used in the 2003 antitobacco media ad campaign.

Table 53: Comparison of Media Ad Results by Channel

Item	Radio	TV	Bus Bench	Newspaper	Slide
Use at least a little per day on average (%)	89	96	NA	NA	NA
Heard/saw ad in past 6 months at least once (%)	84	91	43	23	28
Could describe any ad (unaided) (%)	47	72	24	12	14
Could describe any ESD/ITPCP ad (unaided) (%)	6	11	17	1	2
Heard/saw specific ad (prompted) (%)	Any Project Filter 63	Grim Reaper 60 T-Shirt 48 Chuck 43	Any Project Filter 43	Any Project Filter 32	Any Idaho QuitNet 32

The results for teens are very similar to those for young adults. Television and radio have the widest reach for the target population measured by daily usage. No information on overall exposure was gathered for teens in the 2003 survey instrument on campus/alternative newspapers, bus benches and cinema slides.

Because of their relatively wide reach, radio and television showed the highest frequency of teens that had heard/seen an ad in the past six months. Newspaper ads and cinema slides had the lowest frequencies. This suggests that radio and television would be best suited for general messages, whereas newspaper and cinema slides could be tailored to specific audiences to achieve the greatest impact.

Because of their placement, one would assume that bus bench messages should be designed for the audience of private and public transportation users as well as pedestrians along public transportation routes. Compared with radio and television, bus bench ads showed a considerably lower percentage of respondents who said they had seen any ads in the past six months. This may indicate that the bus bench audience is more restricted than the general population and/or that bus benches are not attended to with the same degree of intensity as are messages in the broadcast media.

Television and bus benches showed the highest percentages of unaided description of ads relative to the percentages of respondents who had seen any ad in a given channel in the past six months. This suggests that messages in (tele-)visual channels available

to the largest portions of the target population will be most easily available to memory in unaided recall.

Of the five channels, ESD/ITPCP bus bench ads showed the greatest percentage of all ads mentioned in unaided recall. Following bus bench ads, television and cinema slides showed similar intermediate percentages of ESD/ITPCP ads relative to the total number of ads mentioned in unaided recall. Radio and newspapers showed the smallest percentages. This order likely reflects a combination of (1) a relatively memorable quality of the ads in a given channel and (2) a relatively low degree of "noise" from non-ESD/ITPCP antitobacco messages running during the same period (January through June 2003).

Comparing the gap between unaided and prompted recall as a measure of memorable quality, television and bus bench ads show the highest performance (the narrowest gap). Radio, newspapers, and cinema slides follow, in that order. (This follows very closely the pattern for young adults.)

In addition to issues of overall reach, it is important to examine how the channels performed in the subgroups of the target population that were reached through the 2003 media ad campaign. Table 54 shows the demographic subgroups that were reached by each channel in greater percentages than others were (with at least one significant association). Where results were mixed, the specific associations are noted.

Table 54: Comparison of Demographic Associations by Channel

Characteristic	Radio	TV	Bus Bench	Newspaper	Slide
Media market		Northern: TV viewing Southwestern: Grim Reaper Southeastern: T-Shirt Southern: Chuck			
Age	14+: Radio listening 16–17: prompted recall (Project Filter)	12–13: TV viewing 14–15: saw an ad 12: unaided recall (any ESD) 16–17: T-Shirt		14–15: unaided recall (any)	
Sex	Girls: Radio listening; unaided recall (any)	Girls: Chuck			
Grade in school	10th grade or above: Radio listening, heard an ad 9th grade: unaided recall (Surgeon General, only ESD, any ESD)	9th grade or lower: TV viewing 10th grade or higher: unaided recall (any), Grim Reaper, T-Shirt			10th grade or higher: Saw Idaho QuitNet ad
Smoking status					

The significant associations are an indication of where the different channels in the 2003 media ad campaign differed in reaching different subgroups among Idaho teens. It can also be used as a guide to indicate which channels might be most efficient at reaching specific subgroups in future campaigns. Channels that show few or no associations (like bus benches) reach all subgroups in the target population to a similar degree. Alternately, statistical analysis of subgroup differences may be hindered by low power related to small sample size.

What impact has the current media campaign had on behaviors of Idaho teens?

A point-in-time survey cannot effectively assess the impact of an ad campaign on a target population, which would require a more controlled research design (e.g., an experimental design). However, to the extent that the media message system operating during the period of the 2003 ESD/ITPCP antitobacco media ad campaign indeed worked positively to affect behaviors of teens in Idaho, we can estimate the relative impact of the ESD/ITPCP campaign within that larger message system. Using unaided recall as a measure, the campaign accounted for roughly 12% of the impact of all radio ads, 13% of TV ad impact, 70% of bus bench impact, 8% of impact through newspaper ads, and 11% of cinema slide ad impact.

What impact has the campaign had on the population of teenage smokers' propensity to quit or reduce smoking?

A point-in-time survey cannot effectively assess the impact of an ad campaign on a target population, which would require a more controlled research design (e.g., an experimental design). However, it is possible to examine associations between the ad campaign and smoking status to test whether associations are present that would be expected if the campaign were thought to have an impact on propensity to quit or reduce smoking.

Current smokers were less likely than other teens to have seen any antitobacco ad in any of the tested channels. This suggests that antitobacco ad campaigns targeted to this population have the potential for greater impact among nonsmokers (by discouraging future tobacco use) than among smokers (by encouraging cessation or reduction of tobacco use). Thus, the campaign appears to be in a position to have an impact on propensity to quit or reduce smoking. Additional, more complex research designs will be required to test actual impact.

Has the campaign sparked conversation for the teenage population in Idaho?

A point-in-time survey cannot effectively assess whether the 2003 ad campaign sparked conversation for the teen population in Idaho, which would require a more controlled research design (e.g., an experimental design). However, it is possible to examine associations between the ad campaign and talk about smoking or tobacco to test whether associations are present that would be expected if the campaign were thought to have an impact on conversation in the target population.

A number of positive relationships were found between unaided recall of antitobacco ads since January 2003, the amount of talk with someone about smoking or tobacco, and the attitude of that talk. These relationships were only found for ads in the 2003 ESD/ITPCP campaign (compared to all other ads that were mentioned grouped together). This suggests that, even though these ads were targeted to the young adult audience, they are the most memorable of all ads deployed during that period to those teens in Idaho who engage in relatively negative talk about smoking.

On average, teens who have smoked or who have tried or experimented with smoking engage in talk with someone about smoking or tobacco more frequently than do those who have not. Teens who showed greater negative attitude toward smoking and tobacco in their talk about tobacco tended to be former smokers or teens who had never smoked. This suggests that promoting negative attitude in talk about smoking and tobacco through exposure to the media ad campaign is more difficult for teens that are currently using tobacco than for nonsmokers.

What ads received by Idaho's teenage population have been the most effective (whether or not a part of the ESD/ITPCP media ad campaign)?

Because each channel in the campaign had a somewhat different set of messages and/or reached different numbers and somewhat different distributions of teens, the assessment of particular ads will be limited to within-channel comparisons. Budget limitations precluded analysis of ads not in the 2003 ESD/ITPCP media ad campaign evaluation.

For radio, the Surgeon General's Warning ad was most frequently mentioned in unaided recall. To some extent, this may reflect a recency effect because the other radio ad ("A Filter Is . . .) had aired earlier in the campaign. However, the difference in recall is large enough that design elements may have been the best suited for the target audience.

For TV, the Grim Reaper series of ads stands out as the most frequently mentioned in both prompted (but not unaided) recall. To some extent, this may reflect a recency effect because most other TV ads had aired earlier in the campaign. However, the difference in recall is large enough that design elements may have been the best suited for the target audience.

For bus benches, the "Death kills 5 out of every 5 dead smokers" ad was the most frequently mentioned in unaided recall, suggesting that it is well suited to be memorable for the target audience. In addition, the words "Project Filter" were mentioned about as often as the "Death . . ." ad.

Not enough difference in unaided recall was found to support conjecture about the relative effectiveness of design characteristics for television, newspaper, or cinema slide ads in the 2003 campaign.

What audience is most receptive to the current media ad campaign?

Some subgroups of teens in Idaho appeared to be reached better than others were by certain components of the 2003 ESD/ITPCP media ad campaign. The radio ads, especially the Surgeon General's Warning ad, tended to be mentioned more frequently by 9th graders.

12-year-olds mentioned ESD/ITPCP TV ads more frequently than did older teens in unaided recall. The Grim Reaper ads were seen more often by teens in Southwestern Idaho, whereas the T-Shirt ads were seen more often by those in Southeastern Idaho, older teens (ages 16–17), and those in 10th grade or higher. Teens in the two southern media markets recalled seeing the Chuck ads more frequently than did those in Northern Idaho.

Teens in 10th grade or higher saw an Idaho QuitNet cinema slide ads more frequently than did teens in lower grades. Bus bench and newspaper ads tended to reach population subgroups evenly.

Appendices

A: Questionnaire

Introductory Scripts for Both Samples

QCODE

ASSIGN A DISPOSITION OR
CONTINUE TO THE INTRODUCTION

1. CONTINUE TO INTRO (CONTINUE WITH HELLO1)
2. NO ANSWER (TERMINATE WITH “NO ANSWER” DISP.)
3. NORMAL BUSY (TERMINATE WITH “BUSY” DISP.)
4. ANSWERING MACHINE (SKIP TO ANSMACH)
5. FAST BUSY (“FAST BUSY” DISP. ON 1ST ATTEMPT; “DISCONNECT” ON 2ND ATTEMPT)
6. FAX / MODEM (“FAX/MODEM” DISP. ON 1ST ATTEMPT; “NOT A RESIDENCE” ON 2ND ATTEMPT)
7. TECH BARRIER (“INITIAL TECH BARRIER” DISP. ON 1ST AND 2ND ATTEMPTS; FINAL TECH BARRIER ON 3RD ATTEMPT)

HELLO1 (Both samples)

Hello. This is _____, calling on behalf of the Idaho Department of Health and Welfare from Clearwater Research. We are conducting an important research study of Idaho households on issues relating to tobacco and health. The results of the study will help plan health programs and policies in Idaho.

All responses on this survey are strictly confidential. Your participation is very important for the accuracy of this research and greatly appreciated.

Our computer picked the phone numbers for this study at random. Let me just check to be sure I have dialed the number the computer gave me. Did I reach <PHONE NUMBER>?

1. CORRECT NUMBER (SKIP TO SPKADULT)
2. NUMBER IS NOT THE SAME (SKIP TO WRONGNUM)
3. HH NOT QUALIFIED ("NO ELIGIBLE RESPONDENT" DISP.)
4. LANGUAGE BARRIER ("INITIAL LANG. BARRIER" DISP. ON 1ST ATTEMPT; "FINAL LANG. BARRIER" ON 2ND ATTEMPT)
5. COMMUNICATION BARRIER ("INITIAL COMM. BARRIER" DISP. ON 1ST ATTEMPT; "FINAL COMM. BARRIER" ON 2ND ATTEMPT)

NOTE: IF HARD OR FINAL REFUSAL, AFTER ATTEMPTING REFUSAL AVOIDANCE, TRY TO CONFIRM WHETHER HH HAS ELIGIBLE RESPONDENT IN TARGET AGE RANGE. IF NO, CODE AS "HH NOT QUALIFIED". IF YES, CODE AS "QUALIFIED HH REFUSAL". OTHERWISE CODE AS "UNKNOWN QUALIFIED REFUSAL".

WrongNum

Thank you very much, but I seem to have dialed the wrong number.
It's possible that your number may be called at a later time.

PRESS ANY KEY TO CONTINUE
(SKIP BACK TO HELLO1 AND HAND DIAL)

ANSMACH (Both samples)

Hello. This is _____, calling on behalf of the Idaho Department of Health and Welfare. We are gathering information from households in Idaho about health, tobacco, and related issues, to guide the development of health programs and policies in Idaho. The success of the project depends on our speaking at least briefly with an adult in each household we call. We will try back later and look forward to talking to you then. Thanks very much. Goodbye.

1 LEFT MESSAGE
2 ALREADY LEFT MESSAGE
3 MACHINE FULL / NOT WORKING

SPKADULT (Both samples)

To start the survey, I need to speak with an adult. Are you at least 18 years old?

CHOOSE 1 TO CONTINUE, OTHERWISE TRY TO SPEAK TO ADULT

1. YES (CONTINUE)
2. NO (ASK FOR ADULT, CALLBACK, OR TERMINATE IF NO ADULT: HH NOT QUAL)
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (ASK FOR ADULT, CALLBACK, OR TERMINATE: REFUSAL)
9. REFUSED (ASK FOR ADULT, CALLBACK, OR TERMINATE: REFUSAL)

[CATI RECORDS START DATE AND TIME]

IDCOUNTY (Both samples)

In which Idaho county is this residence located?

_ _ _ ENTER COUNTY CODE

001. ADA	031. CASSIA	061. LEWIS
003. ADAMS	033. CLARK	063. LINCOLN
005. BANNOCK	035. CLEARWATER	065. MADISON
007. BEAR LAKE	037. CUSTER	067. MINIDOKA
009. BENEWAH	039. ELMORE	069. NEZ PERCE
011. BINGHAM	041. FRANKLIN	071. ONEIDA
013. BLAINE	043. FREMONT	073. OWYHEE
015. BOISE	045. GEM	075. PAYETTE
017. BONNER	047. GOODING	077. POWER
019. BONNEVILLE	049. IDAHO	079. SHOSHONE
021. BOUNDARY	051. JEFFERSON	081. TETON
023. BUTTE	053. JEROME	083. TWIN FALLS
025. CAMAS	055. KOOTENAI	085. VALLEY
027. CANYON	057. LATAH	087. WASHINGTON
029. CARIBOU	059. LEMHI	

777. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
888. NOT AN IDAHO COUNTY (SKIP TO SORRY_ID)
999. REFUSED

HH_SIZE (Both samples)

To determine which questions to ask you, I first need to find out a few things about your household.

Including both children and adults, how many people regularly live in your household?

IF NECESSARY: … at the present time.

_ _ RECORD NUMBER
22. 22 OR MORE
99. DON'T KNOW / REFUSED (CALLBACK OR TERMINATE: REFUSAL)

IF SAMPLE = TEEN & ANSWER = 1, SKIP TO SORRY_NT
IF SAMPLE = TEEN & ANSWER > 1 & ANSWER < 22, SKIP TO UNDER18
IF SAMPLE = ADULT & ANSWER > 1 & ANSWER < 22, SKIP TO Q18TO24
IF ANSWER > 22, CODE AS SUPERVISOR ATTENTION AND READ:
"Since there are more than 21 people living in your household, I will need to speak to my supervisor about how to proceed. Your number will probably be called again within a few days. Thank you for your patience. Goodbye."
PRESS ANY KEY TO CODE AS SUPERVISOR ATTENTION

ONEADULT (Young adult sample only / only get if HH_SIZE = 1)

Are you between the ages of 18 and 24?

1. YES (SKIP TO GETNAME2)
2. NO (SKIP TO SORRYNY)
9. DON'T KNOW / REFUSED (SKIP TO SORRYNY)

Respondent Selection for Young Adult Sample

Q18TO24 (Young adult sample only)

How many of these people are between the ages of 18 and 24?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 OR MORE
8. NONE
9. DON'T KNOW / REFUSED

[CATI CHECKS TO MAKE SURE ALL OF THE NUMBERS ADD UP.]

IF ANSWER > 7, SKIP TO SORRY_NY
IF ANSWER = 1, SKIP TO RESIDEYB
IF ANSWER = 7, CODE AS SUPERVISOR ATTENTION AND READ:
"Since there are more than 6 people between the ages of 18 and 24 living in your household, I will need to speak to my supervisor about how to proceed. Your number will probably be called again within a few days. Thank you for your patience. Goodbye."
PRESS ANY KEY TO CODE AS SUPERVISOR ATTENTION

[CATI CHECKS TO MAKE SURE THAT ANSWER IS NOT GREATER THAN TOTAL HOUSEHOLD SIZE]

RESIDEYA (Young adult sample only)

How many of these _ _ people between the ages of 18 and 24 have resided in the State of Idaho since January of this year?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6

8. NONE
9. DON'T KNOW / REFUSED

[CATI CHECKS TO MAKE SURE ALL OF THE NUMBERS ADD UP.]

IF ANSWER > 1 & ANSWER < 7, SKIP TO SELECTAD
IF ANSWER > 7, SKIP TO SORRYYOS
IF ANSWER = 1, SKIP TO RUTHE1

RESIDEYB (Young adult sample only)

Has that adult between the ages of 18 and 24 resided in the State of Idaho since January of this year?

1. YES
2. NO
9. DON'T KNOW / REFUSED

IF ANSWER > 1, SKIP TO SORRYYOS

RUTHE1 – GET IF (Q18TO24 = 1) (Young adult sample only)

We would like to continue this survey with the adult in your household between the ages of 18 and 24 who has resided in the State of Idaho since January of this year. Are you that adult?

1. YES
2. NO
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

GETNAME2

Just in case we need to call back, may I please
have a name or some way to refer to you/this person?

[ENTER NAME/DESCRIPTION]

INTERVIEWER, SOME EXAMPLES OF WAYS TO
REFER TO THEM IF WE CANNOT GET A NAME ARE:
"THE ONLY MAN", "THE YOUNGEST WOMAN", ETC.

IF (RUTHE1 = 1 | ONEADULT = 1), SKIP TO YOURTHE1

ADAVAIL – GET IF (RUTHE1 > 1) (Young adult sample only)

Is that adult available?

1. YES (SKIP TO NEWADLT)
2. NO (CALLBACK)
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (CALLBACK)
9. REFUSED (CALLBACK)

SELECTAD – GET IF (Q18TO24 > 1 AND Q18TO24 < 7) (Young adult sample only)

We would like to continue this survey with an adult in your household between the ages of 18 and 24 who has resided in the State of Idaho since January of this year. Because more than one lives in your household, I need to randomly select one for this survey. We do this by asking for the adult in that group who has had the most recent birthday. Would that be you?

1. YES
2. NO – OTHER ADULT AVAILABLE
3. NO – OTHER ADULT NOT AVAILABLE (CALLBACK)
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (CALLBACK FOR ANOTHER ADULT)
9. REFUSED (CALLBACK IF SOFT, OR TERMINATE AS ELIG HH REFUSAL)

GETNAME3

IF SELECTAD = 1:
Just in case we need to call back, may I please
have a name or some way to refer to you/this person?

IF SELECTAD = 3:
May I please have a name or some way
to refer to this person when I call back?

[ENTER NAME/DESCRIPTION]

INTERVIEWER, SOME EXAMPLES OF WAYS TO
REFER TO THEM IF WE CANNOT GET A NAME ARE:
"THE ONLY MAN", "THE YOUNGEST WOMAN", ETC.

IF (SELECTAD = 2 | SELECTAD = 3) SKP NEWADLT

YOURTHE1 – GET IF (RUTHE1 = 1 OR SELECTAD = 1) (Young adult sample only)

Then you are the person I need to speak with. Your participation is voluntary, but it is very important because you represent many other young people in your community. We will hold your responses in the strictest confidence, but you may decline to answer any question you wish. If you have any questions at any point, please let me know.

This survey covers a variety of health-related topics. Most interviews take about 10 minutes, but may take longer based on your answers. I'll read as quickly as I can.

1. PERSON INTERESTED (SKIP TO AGE_Y)
2. PERSON NOT INTERESTED (CODE AS SEL. RESP. REFUSAL)

NEWADLT — ONLY GET IF SELECTAD = 2 or 3 (Young adult sample only)

Hello, my name is <Your Name> and I'm calling on behalf of the State of Idaho Department of Health and Welfare. We are working on a statewide survey to gather more information about the health of young adults in Idaho. This is an important research project, and your cooperation is essential to the success of this study.

Your participation is voluntary, but it is very important because you represent many other young people in your community. We will hold your responses in the strictest confidence, but you may decline to answer any question you wish. If you have any questions at any point, please let me know.

This survey covers a variety of health-related topics. Most interviews take about 10 minutes, but may take longer based on your answers. I'll read as quickly as I can.

1. PERSON INTERESTED
2. PERSON NOT INTERESTED (CODE AS SEL. RESP. REFUSAL)

AGE_Y – EVERYONE GETS (Young adult sample only)

What is your current age?

18. 18 YEARS OLD
19. 19 YEARS OLD
20. 20 YEARS OLD
21. 21 YEARS OLD
22. 22 YEARS OLD
23. 23 YEARS OLD
24. 24 YEARS OLD
77. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
99. REFUSED

SKIP TO Q005

Respondent Selection for Teen Sample

UNDER18 (Teen sample only)

How many of these people are younger than 18?

_ _ RECORD NUMBER
13. 13 OR MORE
99. DON'T KNOW / REFUSED (CALLBACK OR TERMINATE: REFUSAL)

IF SAMPLE = TEEN & ANSWER = 0, SKIP TO SORRY_NT
IF ANSWER = 13, CODE AS SUPERVISOR ATTENTION AND READ:
"Since there are more than 12 children living in your household, I will need to speak to my supervisor about how to proceed. Your number will probably be called again within a few days. Thank you for your patience. Goodbye."
PRESS ANY KEY TO CODE AS SUPERVISOR ATTENTION

[CATI CHECKS TO MAKE SURE THAT ANSWER IS NOT GREATER THAN TOTAL HOUSEHOLD SIZE]

UNDER12 (Teen sample only)

How many children living in your household are under the age of 12?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 OR MORE
8. NONE

DON'T KNOW / REFUSED

IF ANSWER = 9 OR ANSWER = UNDER18, SKIP TO SORRY_NT
IF ANSWER = 8 AND UNDER18 <> 1, SET NUMTEEN = UNDER18 AND SKIP TO NUMTEENM
SET NUMTEEN = UNDER18 – ANSWER
IF ANSWER = 7, CODE AS SUPERVISOR ATTENTION AND READ:
"Since there are more than 6 children living in your household, I will need to speak to my supervisor about how to proceed. Your number will probably be called again within a few days. Thank you for your patience. Goodbye."
PRESS ANY KEY TO CODE AS SUPERVISOR ATTENTION

[CATI CHECKS TO MAKE SURE THAT ANSWER IS NOT GREATER THAN UNDER18.]

NUM12UP (Teen sample only)

How many children living in your household are older than 11 but younger than 18?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 OR MORE
8. NONE
9. DON'T KNOW / REFUSED

[CATI CHECKS TO MAKE SURE ALL OF THE NUMBERS ADD UP.]

IF ANSWER > 7, SKIP TO SORRY_NT
IF ANSWER <> NUMTEEN, PROMPT INTERVIEWER TO CORRECT INFO
IF ANSWER = 1, SKIP TO RESIDETB
IF ANSWER = 7, CODE AS SUPERVISOR ATTENTION AND READ:
"Since there are more than 6 teens living in your household, I will need to speak to my supervisor about how to proceed. Your number will probably be called again within a few days. Thank you for your patience. Goodbye."
PRESS ANY KEY TO CODE AS SUPERVISOR ATTENTION

RESIDETA (Teen sample only)

How many of these _ _ children between the ages of 12 and 17 have resided in the State of Idaho since January of this year?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6

8. NONE
9. DON'T KNOW / REFUSED

[CATI CHECKS TO MAKE SURE ALL OF THE NUMBERS ADD UP.]

IF ANSWER > 7, SKIP TO SORRYTOS
IF ANSWER > 1 AND ANSWER < 7, SKIP TO NUMTEENM
IF ANSWER = 1, SKIP TO ONETNSEX

RESIDETB (Teen sample only)

Has that child between the ages of 12 and 17 resided in the State of Idaho since January of this year?

1. YES
2. NO
9. DON'T KNOW / REFUSED

IF ANSWER > 1, SKIP TO SORRYTOS

ONETNSEX (Teen sample only)

Is that 12-year-old or teenager a boy or a girl?

1. BOY
2. GIRL
9. REFUSED

SKIP TO PARGARD1

NUMTEENM (Teen sample only)

Of those [RESIDETA] children between 12 and 17 years old, how many are boys?

_ ENTER NUMBER OF BOYS
9. REFUSED (SKIP TO PARGARD1)

NUMTEENF = RESIDETA – NUMTEENM
IF NUMTEENM = RESIDETA, SEX = 1

IF ANSWER = 9, PROMPT INTERVIEWER FOR HARD/SOFT REFUSAL AND READ:
“Our study requirements include knowing the number of boys and girls in a household. Thank you for your time. Goodbye.”
PRESS ANY KEY TO TERMINATE INTERVIEW

CHK1217 (Teen sample only)

So there are [NUMTEENM] boy(s) and [NUMTEENF] girl(s) in your household between the ages of 12 and 17 who have resided in the State of Idaho since January. Is this correct?

1. YES, CORRECT
2. NO, INCORRECT (SKIP BACK TO NUM12UP TO FIX)

[CATI SHOULD ALLOW ONLY "YES" ANSWER TO CONTINUE]

PARGARD1 (Teen sample only)

Are you a parent or legal guardian of the [child/children] between the ages of 12 and 17 in your household?

1. YES (SKIP TO PAREXPL)
2. YES, BUT NOT ALL TEENS IN HH (SKIP TO PAREXPL)
3. NO -- NO PARENT OR LEGAL GUARDIAN IN HH (CONTINUE WITH NO_TPAR))
4. NO -- ANOTHER ADULT IS PARENT/GUARDIAN (ASK FOR OR CALL BACK -- SKIP TO RECAP)
9. DON'T KNOW / REFUSED (CONTINUE WITH NO_TPAR)

NO_TPAR (Teen sample only)

To continue this research we must first speak with a parent or legal guardian of the child or children in the household. When would be a good time to call back to reach a parent?

1. SCHEDULE CALLBACK FOR PARENT OR GUARDIAN
2. NO PARENT OR GUARDIAN LIVES IN HOUSEHOLD (SKIP TO SORRYNOP)

RECAP (IF NEW RESPONDENT ON THE PHONE) (Teen sample only)

Hello. This is _____, calling from Clearwater Research on behalf of the Idaho Department of Health and Welfare. We are conducting an important research study of Idaho households on issues relating to tobacco and health, to help in the planning of health programs throughout Idaho.

Your participation is very important for the accuracy of this research, and your input is greatly appreciated. Your phone number was dialed at random by our computer, and all responses are strictly confidential. May I go ahead and continue with the survey now?

1. YES (CONTINUE)
2. NO (CALLBACK OR TERMINATE: ELIGIBLE HH REFUSAL)
9. DON'T KNOW / REFUSED (CALLBACK OR TERMINATE: ELIGIBLE HH REFUSAL)

PARGARD2 (Teen sample only)

I understand from the person I just spoke with that that there [is/are] [NUMTEEN] children in your household older than 11 and younger than 18.

Are you a parent or legal guardian of [those children/that child]?

1. YES
2. YES, BUT NOT ALL TEENS IN HH
3. NO - NO PARENT OR LEGAL GUARDIAN IN HH (TERMINATE: HH NOT QUAL)
4. NO - ANOTHER ADULT IS PARENT/GUARDIAN (ASK FOR AND SKIP BACK TO RECAP, OR CALL BACK)
5. NUMBER OF TEENS IS INCORRECT (SKIP BACK TO HHSIZE)
9. DON'T KNOW / REFUSED (CALLBACK OR TERMINATE: ELIGIBLE HH REFUSAL)

PAREXPL (Teen sample only)

From now on, I will refer to children older than 11 and younger than 18 as “teens.” One of our goals is to find out the opinions of teens in Idaho on some issues related to tobacco. It does not matter whether they have any direct experience with tobacco to answer these questions. We are simply interested in what teens in Idaho can tell us about what they know or think about tobacco.

We would like to conduct this survey with a teen in your household.
But before we continue, I only have a few more questions for you.
If we ask a question that he or she does not want to answer, we will go on to the next question. All answers on this survey are completely confidential, and the results will help design health programs throughout Idaho.

PRESS ANY KEY TO CONTINUE
IF (NUMTEEN > 1) SKIP TO RANDTEEN
IF (NUMTEEN = 1) SKIP TO RELATION

ONETEEN (SKIP TO RANDTEEN IF NUMTEEN > 1) (Teen sample only)

We would like to continue this survey with the teen in your household who has resided in Idaho since last January.

PRESS ANY KEY TO CONTINUE (SKIP TO PERMISS1)

RANDTEEN (SKIP TO SELTEEN1 IF NUM1217 = 1 and NUMTEENM = 0 or NUMTEENF = 0) (Teen sample only)

Based on the teens who live in your household, our computer has randomly selected a [girl/boy] for this study.

[CATI RANDOMLY SELECTS “BOY” OR “GIRL”]

SELTEEN1 (SKIP TO PERMISS1 IF NUM1217 = 1 and NUMTEENM/NUMTEENF=1) (Teen sample only)

Because more than one teen who is a [boy/girl] lives in your household who has resided in Idaho since last January, I need to randomly select one for this survey. We do this by asking for the [boy/girl] who has had the most recent birthday.

PRESS ANY KEY TO CONTINUE

PARGARD3 (IF PARGARD1 AND PARGARD2 <> 2, SKIP TO PERMISS1) (Teen sample only)

Are you a parent or legal guardian of that child?

1. YES
2. NO – ASK TO SPEAK WITH PARENT OR GUARDIAN (SKIP TO RECAP)

RELATION (Teen sample only)

What is your relationship to that teen?

1. MOTHER
2. FATHER
3. STEPMOTHER
4. STEPFATHER
5. OTHER ADULT RELATIVE
6. OTHER ADULT (NOT A RELATIVE)
7. DON'T KNOW / REFUSED

PERMISS1 (Teen sample only)

May we have your permission to continue this survey with [him/her]?

1. YES (SKIP TO GETNAME1)
2. NO (IF ONLY ONE TEEN, TERMINATE: ELIGIBLE HH REFUSAL; ELSE CONTINUE)
9. DON'T KNOW / REFUSED (IF ONLY ONE TEEN, TERMINATE: ELIGIBLE HH REFUSAL; ELSE CONTINUE)

[CATI RECORDS DATE AND TIME OF PERMISSION]
[IF REFUSAL, CATI PROMPTS FOR HARD OR SOFT REFUSAL. READ: "Thank you for your time. Goodbye."]

PERMISS2 (IF MULTIPLE TEENS OF SELECTED SEX IN HH) (Teen sample only)

May we have your permission to continue this survey with another teen in your household who is a [boy/girl] who has resided in Idaho since last January?

1. YES (SKIP TO GETNAME1)
2. NO (IF NO OTHER GENDER TEEN, TERMINATE: ELIGIBLE HH REFUSAL; ELSE CONTINUE)
9. DON'T KNOW / REFUSED (IF NO OTHER GENDER TEEN, TERM: ELIGIBLE HH REFUSAL; ELSE CONTINUE)

[CATI RECORDS DATE AND TIME OF PERMISSION]
[IF REFUSAL, CATI PROMPTS FOR HARD OR SOFT REFUSAL. READ: "Thank you for your time. Goodbye."]

PERMISS3 (IF ANY TEENS OF GENDER NOT SELECTED IN HH) (Teen sample only)

May we have your permission to continue this survey with any teen older than 11 and younger than 18 in your household who has resided in Idaho since last January?

1. YES (IF ONLY ONE, SKIP TO RELATION; ELSE CONTINUE)
2. NO (TERMINATE: ELIG HH REFUSAL)
7. DON'T KNOW / REFUSED (TERMINATE: ELIG HH REFUSAL)

[CATI RECORDS DATE AND TIME OF PERMISSION]
[IF REFUSAL, CATI PROMPTS FOR SOFT OR HARD REFUSAL. READ: "Thank you for your time. Goodbye."]

GETNAME1

Just in case we need to call back, may I please
have a name or some way to refer to this child?

[ENTER NAME/DESCRIPTION]

INTERVIEWER, SOME EXAMPLES OF WAYS TO
REFER TO THEM IF WE CANNOT GET A NAME ARE:
"THE OLDEST CHILD", "THE YOUNGEST TEEN",
"THE SECOND-OLDEST BOY", ETC.

PERMDATE = SYSDATE
PERMTIME = SYSTIME
ASKYEAR = SYSYEAR
ASKMONTH = SYSMONTH
ASKDAY = SYSDAY

ONEPHONE (Teen sample only)

And just for statistical purposes, I need to ask two more questions about your household.

Do you have more than one telephone number in your household? Do not include cell phones or numbers that are only used by a computer or fax machine.

1. YES
2. NO (SKIP TO GETTEEN)
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO GETTEEN)
9. REFUSED (SKIP TO GETTEEN)

NUMPHONE (Teen sample only)

How many of these are residential numbers?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6 OR MORE
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

GETTEEN (Teen sample only)

Is the 12 to 17 year-old available now for completing this survey?

YES (CONTINUE WITH SELECTED TEEN)
NO (CALLBACK FOR SELECTED TEEN)
DON'T KNOW / NOT SURE / DON'T UNDERSTAND (CALLBACK FOR SELECTED TEEN)

HELLO2 (Teen sample only)

Hello, my name is _____. We are conducting a survey of teenagers in Idaho to find out their opinions on some issues related to tobacco. You do not actually have to have any direct experience with tobacco to answer these questions. We are simply interested in what you know and think about tobacco.

Your [SHOW RELATION] has given us permission to conduct this survey with you, and we hope you will help us with this important research project.

For this survey, we need you to listen carefully as we go through some questions about tobacco. It is important that you answer every question we read.

Although some of the things we will ask about may be sensitive issues for you, it is very important that you answer each question truthfully. No one in your family or school will be permitted to see any of your answers. You may refuse to answer any question, but it is most helpful for the survey if you answer each question as truthfully as you can.

PRESS ANY KEY TO CONTINUE

HELLO3 (Teen sample only)

May I go ahead and continue with the survey now?

1. YES (CONTINUE)
2. NO (CALLBACK OR TERMINATE: TEEN REFUSAL)
9. DON'T KNOW / REFUSED (CALLBACK OR TERMINATE: TEEN REFUSAL)

[CATI RECORDS DATE AND TIME OF INTERVIEW START]

INTRO_T (Teen sample only)

As we go along, if you have any questions, or if there are any questions you do not want to answer, feel free to let me know.

I'd like to begin by asking you some general questions about yourself.

PRESS ANY KEY TO CONTINUE

Teen Demographic Items

BRTHDAT_ (Teen sample only)

First, to be sure you are eligible for this study, could I ask what date you were born?

___/___/___ DATE OF BIRTH (MONTH, DATE, YEAR)

[CATI RECORDS ANSWERS IN BRTHDATM (MONTH), BRTHDATD (DAY), AND BRTHDATY (YEAR); CATI RECORDS AGE IN AGE_T]

AGECHECK (Teen sample only)

CHECK DATE OF BIRTH AGAINST DATE STAMP WHEN PARENT GAVE PERMISSION FOR PARTICIPATION AND AGAINST CURRENT SYSTEM DATE. IF AGE < 12 OR > 17 AS OF THAT TIME STAMP, CONFIRM AGE AND DATE OF BIRTH WITH TEEN FIRST, THEN PARENT IF NECESSARY (SKIP BACK TO HH_SIZE). IF AGE IS NOT ELIGIBLE, SKIP TO SORRYAGE. IF REFUSAL, CATI PROMPTS FOR HARD OR SOFT REFUSAL. READ: "Thank you for your time. Goodbye." OTHERWISE RECORD TODAY'S AGE AND CONTINUE.

SEX_T (Teen sample only)

I know this sounds silly, but I am required to ask. Are you a boy or a girl?

1. BOY
5. GIRL

REFUSED

IF TEEN REFUSES AND PARENT HAS NOT GIVEN TEEN'S SEX EARLIER, CATI PROMPTS FOR HARD OR SOFT REFUSAL. READ: We cannot continue the survey without this information. Thank you for your time. Goodbye."

WRONGSEX (SKIP IF SEX GIVEN BY PARENT MATCHES SEX GIVEN BY TEEN)
(Teen sample only)

INTERVIEWER: THIS TEEN IS THE WRONG SEX.

POLITELY ASK TO SPEAK TO THE PARENT AGAIN AND EXPLAIN THAT THE SELECTED CHILD WAS NOT THE SEX OF THE CHILD YOU JUST SPOKE TO.

IF PARENT IS NOT AVAILABLE, SET CALLBACK.

IF WRONG TEEN WAS ON PHONE, CHOOSE 1;
OTHERWISE, GO BACK TO BEGINNING

1. RE-ENTER SEX OF TEEN (SKIP TO SEX_T)
2. GO BACK TO HOUSEHOLD INVENTORY (SKIP TO HH_SIZE)

EDUC_T (Everyone gets) (Teen sample only)

What grade are you in?

11. 1ST GRADE
12. 2ND GRADE
13. 3RD GRADE
14. 4TH GRADE
15. 5TH GRADE
16. 6TH GRADE
17. 7TH GRADE
18. 8TH GRADE
19. 9TH GRADE
20. 10TH GRADE
21. 11TH GRADE
22. 12TH GRADE
23. GED
24. COLLEGE OR UNIVERSITY
25. TECHNICAL SCHOOL
26. NOT ENROLLED
27. HOME-SCHOOLED
28. UNGRADED SCHOOL
77. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
99. REFUSED

INTERVIEWER: IF RESPONSE IS FRESHMAN, SOPHOMORE, JUNIOR OR SENIOR, PROBE FOR CORRECT CATEGORY. IF JUST FINISHED SPRING SEMESTER, CODE GRADE JUST COMPLETED.

Questionnaire Body (all items asked for both samples except where noted)

Q005 – EVERYONE GETS

On average, how many hours per day do you watch television?

11. NONE
12. HALF-HOUR OR LESS
13. ABOUT 1 HOUR
14. ABOUT 2 HOURS
15. ABOUT 3 HOURS
16. ABOUT 4 HOURS
17. ABOUT 5 HOURS
18. ABOUT 6 HOURS
19. 7 HOURS OR MORE
77. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
88. DOESN'T HAVE ACCESS TO A TV
99. REFUSED

INTERVIEWER: CODE "NO ACCESS" ONLY IF OFFERED BY RESPONDENT. DON'T PROBE ABOUT ACCESS.

Q010 – EVERYONE GETS

On average, how many hours per day do you listen to the radio?

11. NONE
12. HALF-HOUR OR LESS
13. ABOUT 1 HOUR
14. ABOUT 2 HOURS
15. ABOUT 3 HOURS
16. ABOUT 4 HOURS
17. ABOUT 5 HOURS
18. ABOUT 6 HOURS
19. 7 HOURS OR MORE
77. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
88. DOESN'T HAVE ACCESS TO A RADIO
99. REFUSED

INTERVIEWER: CODE "NO ACCESS" ONLY IF OFFERED BY RESPONDENT. DON'T PROBE ABOUT ACCESS.

Q015 – EVERYONE GETS

On average, how many hours per day do you use the Internet?

11. NONE
12. HALF-HOUR OR LESS
13. ABOUT 1 HOUR
14. ABOUT 2 HOURS
15. ABOUT 3 HOURS
16. ABOUT 4 HOURS
17. ABOUT 5 HOURS
18. ABOUT 6 HOURS
19. 7 HOURS OR MORE
77. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
88. DOESN'T HAVE ACCESS TO INTERNET
99. REFUSED

INTERVIEWER: CODE "NO ACCESS" ONLY IF OFFERED BY RESPONDENT. DON'T PROBE ABOUT ACCESS.

Q020 — EVERYONE GETS (Young adult sample only)

In the past month, have you read a campus or alternative newspaper?

1. YES
2. NO

7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

Q025 – EVERYONE GETS

Have you ever smoked a whole cigarette?

1. YES (SKIP TO Q035 FOR TEENS; Q065 FOR ADULTS)
2. NO (SKIP TO Q100 FOR ADULTS)
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO Q100 FOR ADULTS)
9. REFUSED (SKIP TO Q100 FOR ADULTS)

Tobacco Behavior Items for Teens

Q030 – GET IF NEVER SMOKED A WHOLE CIGARETTE (Teen sample only)

Have you ever tried or experimented with cigarette smoking, even one or two puffs?

1. YES
2. NO (SKIP TO Q040)
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO Q040)
9. REFUSED (SKIP TO Q040)

Q035 – GET IF EVER SMOKED A CIGARETTE, EVEN ONE OR TWO PUFFS (Teen sample only)

How long ago was that? Would you say A) less than one month ago, B) in the past six months, or C) more than six months ago? You can just give me the letter.

1. A) LESS THAN ONE MONTH AGO (SKIP TO Q050)
2. B) IN THE PAST SIX MONTHS (SKIP TO Q050)
3. C) MORE THAN SIX MONTHS AGO (SKIP TO Q050)
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO Q050)
9. REFUSED (SKIP TO Q050)

Q040 – GET IF NEVER SMOKED A CIGARETTE, EVEN ONE OR TWO PUFFS

Do you think you will try a cigarette soon?

1. YES
2. NO
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

Q045 – GET IF NEVER SMOKED A CIGARETTE, EVEN ONE OR TWO PUFFS

Do you think you will be smoking cigarettes one year from now?

1. YES (SKIP TO Q135)
2. NO (SKIP TO Q135)
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO Q135)
9. REFUSED (SKIP TO Q135)

Q050 – GET IF EVER SMOKED A CIGARETTE, EVEN ONE OR TWO PUFFS

Now thinking about the last 30 days, on how many of those days did you smoke a cigarette, even one or two puffs?

_ _ ENTER NUMBER OF DAYS (IF ZERO, SKIP TO Q135)
77. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO Q135)
99. REFUSED (SKIP TO Q135)

[CATI CHECKS TO MAKE SURE THAT ANSWER TO Q050 IS CONSISTENT WITH Q035 AND IS NOT GREATER THAN 30.]

Q055 – GET IF SMOKED DURING THE LAST 30 DAYS

Do you want to stop smoking in the next year or so?

1. YES
2. NO
3. HAS ALREADY QUIT
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

Q060 – GET IF SMOKED DURING THE LAST 30 DAYS

How many times have you tried to quit smoking?

INTERVIEWER: READ CHOICES IF NECESSARY

1. NEVER (SKIP TO Q135)
2. ONE TIME (SKIP TO Q135)
3. MORE THAN ONE TIME (SKIP TO Q135)
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO Q135)
9. REFUSED (SKIP TO Q135)

[ANSWER OF "1" NOT ALLOWED WHEN Q055 = 3]

Tobacco Behavior Items for Young Adults

Q065 – GET IF (Q030 = 1) (Young adult sample only)

Have you smoked at least 100 cigarettes in your entire life?

1. YES
2. NO (SKIP TO Q100)
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO Q100)
9. REFUSED (SKIP TO Q100)

NOTE: 5 PACKS = 100 CIGARETTES

Q070 – GET IF (Q065 = 1) (Young adult sample only)

On how many of the past 30 days did you smoke cigarettes?

_ _ DAYS (IF ANSWER = 0, SKIP TO Q080)
77. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
99. REFUSED

Q075 – GET IF (Q065 = 1) (Young adult sample only)

During the past 30 days, on the days that you did smoke, about how many cigarettes did you usually smoke per day?

_ _ CIGARETTES
77. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
99. REFUSED

Q080 – GET IF (Q065 = 1 AND Q070 = 0) (Young adult sample only)

Do you think that it is likely or unlikely that you will return to smoking in the next 6 months?

1. LIKELY
2. UNLIKELY
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

Q085 – GET IF (Q065 = 1) (Young adult sample only)

How soon after you awake in the morning do you usually smoke your first cigarette? Would you say it was. . .

1. Within 5 minutes
2. From 6 to 30 minutes
3. From 31 to 60 minutes, or
4. After 60 minutes
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

Q090 – GET IF (Q065 = 1) (Young adult sample only)

In the past six months, have you ever considered reducing the number of cigarettes you smoke per day?

1. YES
2. NO
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

Q095 – GET IF (Q065 = 1) (Young adult sample only)

How sure are you that you could refrain from smoking for at least one month? Would you say you were...

1. Very sure,
2. Somewhat sure,
3. Somewhat unsure, or
4. Very unsure
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

Q100 – EVERYONE GETS (Young adult sample only / only get if HH_SIZE > 1)

Not including yourself, how many of the adults aged 18 or over who live in your household currently smoke cigarettes, cigars, or pipes?

_ _ ADULTS
22. NOT APPLICABLE
77. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
99. REFUSED

Q105 – EVERYONE GETS (Young adult sample only)

Now consider the four people outside of your household that you spend the most time with. How many of these people currently smoke cigarettes, cigars, or pipes?

1. NONE
2. ONE
3. TWO
4. THREE
5. FOUR
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

Q110 – EVERYONE GETS (Young adult sample only)

Now consider all of your brothers and sisters, if any. How many of your brothers and sisters currently smoke cigarettes, cigars, or pipes?

_ _ BROTHERS AND SISTERS
22. NOT APPLICABLE
77. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
99. REFUSED

Q115 – GET ONLY IF (Q025 = 1) (Young adult sample only)

How old were you when you first smoked your first whole cigarette?

_ _ YEARS OLD
777. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
999. REFUSED

Q120 – GET ONLY IF (Q065 = 1)

During the past 12 months, have you quit smoking intentionally for one day or longer because you were trying to quit smoking?

1. YES
2. NO
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

Q125 – GET ONLY IF (Q120 = 1)

How long did you actually stay off cigarettes during your most recent quit attempt?

11. A DAY
12. A COUPLE OF DAYS
13. A WEEK
14. A COUPLE OF WEEKS
15. A MONTH
16. A COUPLE OF MONTHS, OR
17. MORE THAN 6 MONTHS
77. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
99. REFUSED

Q130 – GET ONLY IF (Q065 = 1)

How long was your longest quit attempt in the past 5 years?

11. NONE ATTEMPTED
12. A DAY
13. A COUPLE OF DAYS
14. A WEEK
15. A COUPLE OF WEEKS
16. A MONTH
17. A COUPLE OF MONTHS, OR
18. MORE THAN 6 MONTHS
66. DOES NOT APPLY
77. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
99. REFUSED

Media Ad Campaign Outcomes

Q135 – EVERYONE GETS

In the last 6 months, about how often did you talk with anyone about smoking or tobacco? Would you say…

1. Never (SKIP TO Q145)
2. Once
3. 2 to 3 times
4. 4 to 5 times
5. 6 to 10 times
6. More than 10 times
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO Q150)
9. REFUSED (SKIP TO Q150)

Q140 – GET IF TALKED WITH ANYONE ABOUT TOBACCO IN LAST 6 MONTHS

Would you say your talk was mostly negative about tobacco, mostly positive about tobacco, or neutral about it?

1. MOSTLY NEGATIVE
2. MOSTLY POSITIVE
3. NEUTRAL
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

Q145 – EVERYONE GETS

Next, I have some questions about radio and TV commercials and ads that you may have seen or heard. My first questions are about radio ads.

Over the past 6 months, how frequently have you heard a radio commercial or ad with a message against smoking and tobacco?

Would you say…

1. Not at all (SKIP TO Q155)
2. Less than once a month
3. 1 to 3 times a month
4. 1 to 3 times a week
5. Every day or almost every day
6. More than once a day
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO Q155)
9. REFUSED (SKIP TO Q155)

Q150 – GET IF HEARD RADIO AD ABOUT TOBACCO OVER PAST 6 MONTHS

Please describe one of the anti-tobacco radio ads you have heard over the past 6 months.

INTERVIEWER: SELECT EACH AD BASED ON RESPONDENT'S DESCRIPTION. IF NO MATCH, RECORD IN "OTHER". PROBE "DO YOU REMEMBER ANY OTHER RADIO ADS" OR "WHAT ELSE". CAN RECORD UP TO THREE ADS.

1. R1 – PROJECT FILTER: LAUNCH ("A FILTER IS A SAFEGUARD…)
2. R2 – PROJECT FILTER: WARNING ("SURGEON GENERAL'S WARNING: SWALLOWING A STAPLER…)
3. PROJECT FILTER (NONSPECIFIC)
4. OTHER1 (SPECIFY)
5. OTHER2 (SPECIFY)
6. OTHER3 (SPECIFY)
7. CAN'T REMEMBER/DESCRIBE ANY SPECIFIC RADIO AD (MUST BE FIRST CHOICE)
8. NO OTHER (CANNOT BE FIRST CHOICE)
9. REFUSED (MUST BE FIRST CHOICE)

Q155 – EVERYONE GETS

Now I have some questions about TV ads.

Over the past 6 months, how frequently have you seen a TV commercial or ad with a message against smoking and tobacco?

Would you say…

1. Not at all (SKIP TO Q165)
2. Less than once a month
3. 1 to 3 times a month
4. 1 to 3 times a week
5. Every day or almost every day
6. More than once a day
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO Q165)
9. REFUSED (SKIP TO Q165)

Q160 – GET IF SEEN TV AD ABOUT TOBACCO OVER PAST 6 MONTHS

Please describe one of the anti-tobacco TV ads you have seen over the past 6 months.

INTERVIEWER: SELECT EACH AD BASED ON RESPONDENT'S DESCRIPTION. IF NO MATCH, RECORD IN "OTHER". PROBE "DO YOU REMEMBER ANY OTHER TV ADS" OR "WHAT ELSE". CAN RECORD UP TO THREE ADS.

11. T1 – PROJECT FILTER: GRIM REAPER—BOWLING
12. T2 – PROJECT FILTER: GRIM REAPER—APARTMENT
13. T3 – PROJECT FILTER: GRIM REAPER—CAR
14. T4 – PROJECT FILTER: GRIM REAPER—POOL
15. PROJECT FILTER: GRIM REAPER (NONSPECIFIC)
16. T5 – PROJECT FILTER: T-SHIRT—DYING FOR A SMOKE?
17. T6 – PROJECT FILTER: T-SHIRT—HANDS OFF
18. T7 – PROJECT FILTER: T-SHIRT—IT'S NOT A CHOICE
19. T8 – PROJECT FILTER: T-SHIRT—MEAN PEOPLE SUCK
20. T9 – PROJECT FILTER: T-SHIRT—TAR IS OVERRATED
21. T10 – PROJECT FILTER: T-SHIRT—SURGEON GENERAL'S
22. T11 – PROJECT FILTER: T-SHIRT—DRAG PUFF WHEEZE
23. T12 – PROJECT FILTER: T-SHIRT—DEATH KILLS 5 OF 5
24. PROJECT FILTER: T-SHIRT (NONSPECIFIC)
25. PROJECT FILTER (NONSPECIFIC)
26. T13 – IDAHO QUITNET: CHUCK—TOILET
27. T14 – IDAHO QUITNET: CHUCK—SEX OR CHICKEN
28. IDAHO QUITNET: CHUCK (NONSPECIFIC)
29. IDAHO QUITNET (NONSPECIFIC)
30. OTHER1 (SPECIFY)
31. OTHER2 (SPECIFY)
32. OTHER3 (SPECIFY)
77. CAN'T REMEMBER/DESCRIBE ANY SPECIFIC TV AD (MUST BE FIRST CHOICE)
88. NO OTHER (CANNOT BE FIRST CHOICE)
99. REFUSED (MUST BE FIRST CHOICE)

Q165 – GET IF HOUSEHOLD (LIKELY) IN ADA COUNTY [(IDCOUNTY = 1) OR (IDCOUNTY > 88 & (FIPS = 16001 | FIPS = 16015 | FIPS = 16027 | FIPS = 16039 | FIPS = 16045 | FIPS = 16073)]

Now I have some questions about ads on bus benches you may have seen outdoors.

Over the past 6 months, how frequently have you seen an ad on a bus bench with a message against smoking and tobacco?

Would you say…

1. Not at all (SKIP TO Q175)
2. Less than once a month
3. 1 to 3 times a month
4. 1 to 3 times a week
5. Every day or almost every day
6. More than once a day
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO Q175)
9. REFUSED (SKIP TO Q175)

Q170 – GET IF SEEN BUS BENCH AD ABOUT TOBACCO OVER PAST 6 MONTHS

Please describe one of the anti-tobacco ads on bus benches you have seen outdoors over the past 6 months.

INTERVIEWER: SELECT EACH AD BASED ON RESPONDENT'S DESCRIPTION. IF NO MATCH, RECORD IN "OTHER". PROBE "DO YOU REMEMBER ANY OTHER BUS BENCH ADS" OR "WHAT ELSE". CAN RECORD UP TO THREE ADS.

11. B1 – PROJECT FILTER: IT'S NOT A CHOICE. IT'S A LUNG.
12. B2 – PROJECT FILTER: SURGEON GENERAL'S WARNING: DEATH CAN BE HARMFUL
13. B3 – PROJECT FILTER: DRAG PUFF GHACK WHEEZE CROAK.
14. B4 – PROJECT FILTER: DEATH KILLS 5 OUT OF EVERY 5 DEAD SMOKERS.
15. B5 – PROJECT FILTER: TOBACCO. LIVE WITHOUT IT.
16. PROJECT FILTER (NONSPECIFIC)
17. OTHER1 (SPECIFY)
18. OTHER2 (SPECIFY)
19. OTHER3 (SPECIFY)
77. CAN'T REMEMBER/DESCRIBE ANY SPECIFIC BUS BENCH AD (MUST BE FIRST CHOICE)
88. NO OTHER (CANNOT BE FIRST CHOICE)
99. REFUSED (MUST BE FIRST CHOICE)

Q175 – EVERYONE GETS

Now I have some questions about ads in newspapers.

Over the past 6 months, how frequently have you seen an ad in a newspaper – including campus and alternative newspapers – with a message against smoking and tobacco?

Would you say…

1. Not at all (SKIP TO Q185)
2. Less than once a month
3. 1 to 3 times a month
4. 1 to 3 times a week
5. Every day or almost every day
6. More than once a day
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO Q185)
9. REFUSED (SKIP TO Q185)

Q180 – GET IF SEEN NEWSPAPER AD ABOUT TOBACCO OVER PAST 6 MONTHS

Please describe one of the anti-tobacco ads in newspapers you have seen over the past 6 months.

INTERVIEWER: SELECT EACH AD BASED ON RESPONDENT'S DESCRIPTION. IF NO MATCH, RECORD IN "OTHER". PROBE "DO YOU REMEMBER ANY OTHER NEWSPAPER ADS" OR "WHAT ELSE". CAN RECORD UP TO THREE ADS.

11. N1 – PROJECT FILTER: IT'S NOT A CHOICE. IT'S A LUNG.
12. N2 – PROJECT FILTER: SURGEON GENERAL'S WARNING: DEATH CAN BE HARMFUL.
13. N3 – PROJECT FILTER: DRAG PUFF GHACK WHEEZE CROAK.
14. N4 – PROJECT FILTER: DEATH KILLS 5 OUT OF EVERY 5 DEAD SMOKERS.
15. PROJECT FILTER (NONSPECIFIC)
16. OTHER1 (SPECIFY)
17. OTHER2 (SPECIFY)
18. OTHER3 (SPECIFY)
77. CAN'T REMEMBER/DESCRIBE ANY SPECIFIC NEWSPAPER AD (MUST BE FIRST CHOICE)
88. NO OTHER (CANNOT BE FIRST CHOICE)
99. REFUSED (MUST BE FIRST CHOICE)

Q185 – EVERYONE GETS

Now I have some questions about ads on slides that have been shown in on movie theater screens before the movie begins.

Over the past 6 months, how frequently have you seen an ad on a slide in a movie theater with a message or picture against smoking and tobacco?

Would you say…

1. Not at all (SKIP TO Q195)
2. Less than once a month
3. 1 to 3 times a month
4. 1 to 3 times a week
5. Every day or almost every day
6. More than once a day
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO Q195)
9. REFUSED (SKIP TO Q195)

Q190 – GET IF SEEN MOVIE THEATER SLIDE AD ABOUT TOBACCO OVER PAST 6 MONTHS

Please describe one of the anti-tobacco ads you have seen on the screen in a movie theater over the past 6 months.

INTERVIEWER: SELECT EACH AD BASED ON RESPONDENT'S DESCRIPTION. IF NO MATCH, RECORD IN "OTHER". PROBE "DO YOU REMEMBER ANY OTHER SLIDES" OR "WHAT ELSE". CAN RECORD UP TO THREE ADS.

11. S1 – IDAHO QUITNET: SCISSORS
12. S2 – IDAHO QUITNET: SHOE
13. S3 – IDAHO QUITNET: CIGARETTE
14. IDAHO QUITNET (NONSPECIFIC)
15. OTHER1 (SPECIFY)
16. OTHER2 (SPECIFY)
17. OTHER3 (SPECIFY)
77. CAN'T REMEMBER/DESCRIBE ANY SPECIFIC SLIDE (MUST BE FIRST CHOICE)
88. NO OTHER (CANNOT BE FIRST CHOICE)
99. REFUSED (MUST BE FIRST CHOICE)

Q195 – EVERYONE GETS

Now, I will describe for you a couple of ads about the risks of smoking and tobacco that might or might not have been playing on radio in your area in the past 6 months.

One of the radio ads talks about filters and the other talks about the Surgeon General's Warning. Both radio ads mention Project Filter.

Over the past 6 months, how many times have you heard either of these ads?

Would you say…

1. Not at all
2. Once
3. 2 to 4 times
4. 5 to 10 times
5. More than 10 times
6. HAS HEARD NO RADIO ADS
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

Q200 – EVERYONE GETS

Now, I will describe for you some ads about the risks of smoking and tobacco that might or might not have been playing on TV in your area in the past 6 months.

One group of ads shows a figure called the Grim Reaper together with three teens. Each of the ads shows teens doing a different activity: Bowling, watching TV in an apartment, riding in a car, and playing pool. All four ads mention Project Filter.

Over the past 6 months, how many times have you seen any of these ads?

Would you say…

1. Not at all
2. Once
3. 2 to 4 times
4. 5 to 10 times
5. More than 10 times
6. HAS SEEN NO TV ADS (SKIP TO Q215)
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

Q205 – EVERYONE GETS

Another group of TV ads shows teens wearing black T-shirts with anti-tobacco sayings on them. In one ad, the T-shirt says “dying for a smoke? sorry to hear that.” In another ad, the T-shirt says “hands off my lungs.” There were six more TV ads like this with other sayings on the T-shirts. They all mentioned Project Filter.

Over the past 6 months, how many times have you seen any of these ads?

Would you say…

1. Not at all
2. Once
3. 2 to 4 times
4. 5 to 10 times
5. More than 10 times
6. HAS SEEN NO TV ADS (SKIP TO Q215)
7. DON’T KNOW / NOT SURE / DON’T UNDERSTAND
9. REFUSED

Q210 – EVERYONE GETS

The final group of TV ads shows a man named Chuck talking about smoking and tobacco. In one ad, he is sitting on a toilet. In another ad, he is talking about smoking making everything taste like chicken. Both ads mentioned Idaho QuitNet.

Over the past 6 months, how many times have you seen either of these ads?

Would you say…

1. Not at all
2. Once
3. 2 to 4 times
4. 5 to 10 times
5. More than 10 times
6. HAS SEEN NO TV ADS
7. DON’T KNOW / NOT SURE / DON’T UNDERSTAND
9. REFUSED

Q215 – GET IF HOUSEHOLD (LIKELY) IN ADA COUNTY [(IDCOUNTY = 1) OR (IDCOUNTY > 88 & (FIPS = 16001 | FIPS = 16015 | FIPS = 16027 | FIPS = 16039 | FIPS = 16045 | FIPS = 16073)]

Now, I will describe for you some ads about the risks of smoking and tobacco that might or might not have been on bus benches in your area in the past 6 months.

One bus bench ad reads “it’s not a choice. it’s a lung.” Another bus bench ad reads “surgeon general’s warning: death can be harmful.” There were three more bus bench ads like this with other sayings. These ads mentioned Project Filter.

Over the past 6 months, how many times have you seen any of these ads on a bus bench?

Would you say…

1. Not at all
2. Once
3. 2 to 4 times
4. 5 to 10 times
5. More than 10 times
6. HAS SEEN NO BUS BENCH ADS
7. DON’T KNOW / NOT SURE / DON’T UNDERSTAND
9. REFUSED

Q220 – EVERYONE GETS

Next, I will describe for you some ads about the risks of smoking and tobacco that might or might not have been in newspapers – including campus and alternative newspapers – in your area in the past 6 months.

One newspaper ad reads “surgeon general’s warning: death can be harmful.” Another newspaper ad reads “death kills 5 out of every 5 dead smokers.” There were two more newspaper ads like this with other sayings. These ads mentioned Project Filter.

Over the past 6 months, how many times have you seen any of these ads in a newspaper?

Would you say…

1. Not at all
2. Once
3. 2 to 4 times
4. 5 to 10 times
5. More than 10 times
6. HAS SEEN NO NEWSPAPER ADS
7. DON’T KNOW / NOT SURE / DON’T UNDERSTAND
9. REFUSED

Q225 – EVERYONE GETS

Finally, I will describe for you some ads that might or might not have been on slides shown on movie theater screens in your area in the past 6 months.

One slide shows a pair of scissors cutting a cigarette in half. Another slide shows a tennis shoe stepping on a pack of cigarettes. A third slide shows a pair of hands breaking a cigarette in half. These ads were promoting Idaho QuitNet.

Over the past 6 months, how many times have you seen any of these ads on a slide in a movie theater?

Would you say…

1. Not at all
2. Once
3. 2 to 4 times
4. 5 to 10 times
5. More than 10 times
6. HAS SEEN NO SLIDE ADS
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

End of Questionnaire Demographic Items for Young Adults

SEX_Y – EVERYONE GETS (Young adult sample only)

Now, just for statistical purposes, I'm going to ask a few of general questions about you. When I read each one, please give the answer that best fits you.

INTERVIEWER: RECORD GENDER, VERIFY IF NECESSARY

1. MALE
2. FEMALE
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

ONEPHONY – EVERYONE GETS (Young adult sample only)

Do you have more than one telephone number in your household? Do not include cell phones or numbers that are only used by a computer or fax machine.

1. YES
2. NO (SKIP TO RACETHN)
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND (SKIP TO RACETHN)
9. REFUSED (SKIP TO RACETHN)

NUMPHONY – GET IF (ONEPHONY = 1) (Young adult sample only)

How many of these are residential numbers?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6 OR MORE
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

RACETHN – EVERYONE GETS (Young adult sample only)

Which racial or ethnic background best describes you?

Would you say: American Indian, Alaskan Native, Asian, Pacific Islander, Black, Hispanic, White, or Other?

1. American Indian or Alaskan Native
2. Asian or Pacific Islander
3. Black or African-American
4. Hispanic or Latin American
5. White or Caucasian
6. OTHER (SPECIFY)
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

LIVEWPAR – (Young adult sample only / only get if HH_SIZE > 1)

Do you currently live with your parents right now?

1. YES
2. NO
7. I DO NOT KNOW / NOT SURE
9. REFUSED

MARITAL – EVERYONE GETS (Young adult sample only)

Which of the following best describes your current marital status?

1. Married
2. Living in an unmarried relationship
3. Married, not living with your spouse (Separated)
4. Divorced
5. Widowed
6. Single, never married
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

STUDENT – EVERYONE GETS (Young adult sample only)

Are you currently a student?

1. YES
2. NO
7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

EDUC_Y – EVERYONE GETS (Young adult sample only)

What is the highest grade or year of school you have completed?

[READ ONLY IF NECESSARY]

10. NEVER ATTENDED SCHOOL OR ONLY ATTENDED KINDERGARTEN
11. GRADES 1 THROUGH 8 (ELEMENTARY)
12. GRADES 9 THROUGH 11 (SOME HIGH SCHOOL)
13. GRADE 12 OR GED (HIGH SCHOOL GRADUATE)
14. COLLEGE 1 YEAR TO 3 YEARS (SOME COLLEGE OR TECHNICAL SCHOOL)
15. COMPLETION OF A 2-YEAR TECHNICAL OR ASSOCIATE DEGREE
16. COLLEGE 4 YEARS OR MORE (COLLEGE GRADUATE)
17. GRADUATE SCHOOL
77. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
99. REFUSED

INCOME – EVERYONE GETS (Young adult sample only)

Considering only your own personal income, which of the following ranges best describes your total income last year?

1. Under $15,000
2. At least $15,000 but no more than $35,000
3. At least $35,000 but no more than $55,000
4. More than $55,000

7. DON'T KNOW / NOT SURE / DON'T UNDERSTAND
9. REFUSED

End of Questionnaire (all items asked for both samples)

GOODBYE – EVERYONE GETS

Those are all the questions I have. Thank you very much for taking the time to participate in this survey. Goodbye.

[CATI RECORDS DATE AND TIME OF INTERVIEW END]

SORRY_ID – GET IF (IDCOUNTY = 888)

The rest of the questions on this survey are for households in Idaho. Thank you very much for your time. Goodbye.

GO BACK AND SELECT COUNTY OR TERMINATE: HH NOT QUAL.- NOT IN ID

SORRY_NT – GET IF (SAMPLE = TEEN AND (HH_SIZE = 1 OR UNDER18 = 0 OR UNDER12 = 9 OR UNDER 12 = UNDER18 OR NUM12UP > 7)

The rest of the questions on this survey are for families with children between the ages of 12 and 17 living in the household. Thank you very much for your time. Goodbye.

TERMINATE: HH NOT QUAL – NO TEEN

SORRY_NY – GET IF (SAMPLE = ADULT AND Q18TO24 = 0)

The rest of the questions on this survey are for households with at least one adult between the ages of 18 and 24. Thank you very much for your time. Goodbye.

TERMINATE: HH NOT QUAL – NO YOUNG ADULT

SORRYTOS

The rest of the questions on this survey are for families with children between the ages of 12 and 17 living in the household who have resided in Idaho since January of this year. Thank you very much for your time. Goodbye.

TERMINATE: HH NOT QUAL – NO TEEN

SORRYYOS

The rest of the questions on this survey are for households with at least one adult between the ages of 18 and 24 who has resided in Idaho since January of this year. Thank you very much for your time. Goodbye.

TERMINATE: HH NOT QUAL – NO YOUNG ADULT

SORRYNOP

Since there is no parent or legal guardian for that teen in the household, those are all my questions. Thank you very much for your time. Goodbye.

TERMINATE: HH NOT QUAL – NO PARENT OR GUARDIAN IN HH

B: Final Dispositions and Sample Quality Indices

As measures of the effort and performance in sample design and management and in data collection, we calculated widely used quality indices for social science survey projects. These include the CASRO (Council of American Survey Research Organizations) response rate, cooperation rate, upper bound response rate, and survey efficiency rate. These rates are calculated from the final dispositions for the entire set of random digit dialing sample records. The final dispositions are first calculated based on the series of interim dispositions that are used by interviewers or assigned by the CATI programming for each completed call attempt on each sample record.

The following table gives the set of interim call attempt dispositions used by interviewers and in the CATI programming for the 2003 Tobacco Counter Marketing Media Campaign Evaluation.

Disposition	Description
1	No Answer
2	Regular Busy
3	Answering Machine, No Message Left
4	Technological Barrier
5	Soft/ First Refusal-unknown eligibility
6	Fax/Data/Modem
7	Answering Machine, Left Message
10	Communication Barrier
11	Callback
12	First Refusal by Selected Respondent (Young Adults Only)
13	First Terminate in Questionnaire (Young Adults Only)
14	Fast Busy/Noise/Dead Air
15	Language/Hearing Barrier
17	Refusal by Non-selected Respondent but eligible HH
20	Supervisor's Attention
22	Final Refusal by Selected Respondent
23	Disconnect/Non-working #
24	Quota Cell Full
25	Not a Private Residence
26	Household-not eligible
27	Selected respondent not available during interview period
28	Final Language/Hearing Barrier
29	Final terminate in Questionnaire-known eligibility
31	Final Communication Barrier
32	Final Technological Barrier
33	Out of Interviewing Area
34	Final Refusal-Unknown if Eligible
36	COMPLETE
37	Final Refusal by Non-selected Respondent-Eligible HH

The formulas for calculating the quality control indices use the set of final (summary) dispositions shown in the next table.

Final Disp.	Description	Formula Abbrv.	Definition
1	Completed interview	I	Completed interview
2	Refusal – eligible	R	Refusal
3	Refusal – unknown eligibility	UH	Unknown if HH is eligible
4	Interview terminated within questionnaire	R	Refusal
5	Technological barrier	UO	Unknown if HH
6	Language barrier/communication difficulty	UO	Unknown if HH
7	Household – not eligible	*N/A*	
8	Disconnected/nonworking	*N/A*	
9	Not a household	*N/A*	
10	Final no answer/busy	U0	Unknown if HH
11	Household – eligible (unable to complete)	NC	No contact with respondent
12	Household – unknown eligibility	UH	Unknown if HH is eligible

The algorithm used to calculate final dispositions given the series of interim dispositions in each sample record's call history is shown in the following table.

Step	Set final disposition to …	If last disposition …	And if 1 prev. disp. of …
1	1 Complete	36 Complete	
2	8 Nonworking	x3 Prescreened nonworking 23 Disconnect/-Nonworking	
3	9 Not a Household	x5 Listed business number 25 Not a private residence	
4	2 Refusal – Eligible	22 Hard refusal – selected respondent 37 Hard refusal – eligible 12 Soft refusal – selected respondent 17 Soft refusal -- eligible	
5	3 Refusal – unknown eligibility	34 Hard refusal – unknown 5 Soft refusal – unknown	
6	4 Final Termination in Questionnaire	29 Hard mid-term refusal 13 Soft mid-term	

Step	Set final disposition to …	If last disposition …	And if 1 prev. disp. of …
		refusal	
7	11 Household – Eligible (unable to complete)	27 Selected respondent not available int. period	
8	7 Household – Not eligible	26 Household – not eligible 33 Out of Study Area	
9	5 Technological Barrier	32 Final Tech Barrier	
10	6 Language Barrier	28 Final Language/hearing Barrier	
11	3 Refusal – unknown eligibility	15 Language/hearing Barrier 14 Fast Busy/Noise/Dead Air 11 Callback 10 Comm. Barrier 7 Ans. Machine/Mess. 6 Fax/Data/Modem 4 Tech Barrier 3 Ans. Mach./No Msg. 2 Regular Busy 1 No Answer	5 Soft Refusal– unknown eligible
12	2 Refusal- Eligible	15 Language/hearing Barrier 14 Fast Busy/Noise/Dead Air 11 Callback 10 Comm. Barrier 7 Ans. Machine/Mess. 6 Fax/Data/Modem 4 Tech Barrier 3 Ans. Mach./No Msg. 2 Regular Busy 1 No Answer	6 Soft Refusal—Eligible 7 Soft Refusal—Selected Respondent
14	5 Language Barrier/-Communication Difficulty	15 Language/hearing Barrier 14 Fast Busy/Noise/Dead Air 11 Callback 10 Comm. Barrier 7 Ans. Machine/Mess.	15 Language/Hearing Barrier

Step	Set final disposition to …	If last disposition …	And if 1 prev. disp. of …
		6 Fax/Data/Modem 4 Tech Barrier 3 Ans. Mach./No Msg. 2 Regular Busy 1 No Answer	
15	5 Technological Barrier	14 Fast Busy/Noise/Dead Air 11 Callback 10 Comm. Barrier 7 Ans. Machine/Mess. 6 Fax/Data/Modem 4 Tech Barrier 3 Ans. Mach./No Msg. 2 Regular Busy 1 No Answer	14 Fast Busy/Noise/Dead Air 4 Tech Barrier
16	11 Household—Eligibility Unknown	11 Callback 3 Answering Machine 2 Regular Busy 1 No Answer	
17	9 Final No Answer	7 Ans. Machine/Mess. 3 Ans. Mach./No msg. 2 Regular Busy 1 No Answer	

The following formulas were used to calculate the sample quality indices:

AAPOR Response Rate:
I/(I) + (R+NC+O) + e(UH+UO)

AAPOR Cooperation Rate:
I/I+R

AAPOR Refusal Rate:
R/(I)+(R+NC+O) + e(UH + UO)

Survey Efficiency Rate:
I/Total Telephone Numbers Used

e=estimated proportion of cases of unknown eligibility that are eligible
Estimate of e is based on proportion of eligible households among all numbers for which a definitive determination of status was obtained (a very conservative estimate).

The following tables give the distribution of final dispositions for the 2003 Tobacco Counter Marketing Media Campaign Evaluation RDD sample.

Table 55: Final Disposition Coding

		Young Adults		Teens	
Code	Final Disposition	Frequency	Percent	Frequency	Percent
1	Complete	614	1.9%	306	2.3%
2	Refusal-Eligible	150	0.5%	96	0.8%
3	Refusal-Unknown Eligibility	1837	5.9%	855	6.5%
4	Termination in Questionnaire	9	0.0%	9	0.1%
5	Technological Barrier	51	0.2%	33	0.2%
6	Language/Communication Barrier	137	0.4%	65	0.5%
7	Household Not Qualified	6361	20.3%	2566	19.4%
8	Not a Private Residence	5100	16.3%	2090	15.8%
9	Disconnect/ Non-working	14560	46.4%	6164	46.6%
10	Final No Answer	2071	6.6%	850	6.4%
11	HH Eligible (Unable to Complete)	219	0.7%	83	0.6%
12	HH Eligibility Unknown	244	0.8%	121	0.9%
	Total	**31353**	**100.0%**	**13238**	**100.0%**

The quality indices for the sample are shown in the following table.

Sample Quality Index	**Young Adults**	**Teens**
CASRO Response Rate	53.4%	53.1%
Cooperation Rate	79.4%	74.5%
Refusal Rate	13.8%	18.2%
Survey Efficiency Rate	1.96%	2.31%

C: Open-ended Responses from Young Adult Survey

Q150: DESCRIBE RADIO COMMERCIAL OR AD (Young Adults)

1 in 3 teens die of smoke related illnesses.
2 people talking about smoking tobacco.
52000 non-smokers die every year.
A cab driver asks if he can endanger your life and subject you to all these poisons, what you get by smoking cigarettes. secondhandsmokesyou.com is put out on the ads.
A cigarette relaxes. Of course it relaxes you with all of the chemicals that kill you.
A girl said that her mother never smoked, but she had lung cancer because of smoking in the home.
A girlfriend leaves her boyfriend because he smokes and then he realizes that smoking isn't cool.
A guy that was breathing very poorly and the narrator was listing the bad things about cigarettes, and at the end the guy stops breathing and his heart monitor goes flat.
A guy with a hoarse voice being young and how it affected him.
A homeless guy. The tobacco companies target homosexuals and homeless people.
A kid talking about smoking and an older gentlemen telling him that it is not cool.
A lung one, I can't remember exactly what it said.
A smaller birth weight.
A whole bunch of different poisons in cigarettes, the rat poison one.
About drugs in general -- some kids talking to parents.
About teen pregnancy and tobacco use.
About teenagers and smoking at a party.
About tobacco use and an ice cream truck and why would they use that.
Against teen smoking.
All of the different poisons that are in secondhand smoke.
Also do bus stop benches.
Bad stuff is in the cigarette.
Bashing the tobacco company.
Basically they told the harmful things they'll do to you--why would you choose to do that.
Be smart and don't start.
Behind the curtain.
Birth weight.
Body bags.
Breathing in the back ground, heart monitor, then they die.
Breathing rapidly and talking about what cigarettes contain.
Bunch of people giving reasons on why they don't smoke.
Bunch of teens talking at the beach talking about smoking.
Call this number to quit smoking.
Camel.
Chemicals in cigarettes and compare to cows... rat poison.
Children with low birth weight.
Don't do things that also kill you.
Don't smoke, it's bad for you, it kills you.
Don't smoke.

Q150: DESCRIBE RADIO COMMERCIAL OR AD (Young Adults)

Drinking and smoking, a combined ad.
Driving in a ice cream truck to see if all of the kids will go for it.
General non-smoking ad.
Gets cigarette with rat poison and it blows his face off.
Going outside to smoke -- a guy with two voices in his head -- go outside to smoke for your kids.
Guy describes tobacco smell on clothes.
Guy getting lit on fire.
Guy takes a class to reduce smoking, and they put all kinds of things in his cigarettes.
Guys don't like girls that smoke.
Had someone with hard time breathing and talks about the risks of smoking has on health.
Had to do something with teenagers about not smoking.
Harmful effects.
Health risks related to smoking.
Help reduce teen smoking.
High school students.
How many people are killed by secondhand smoke.
How many people die each year.
How many poisons are in cigarettes.
How many thousands of people die from smoking from cancer.
How parents can get their kids to say no.
How secondhand smoke affects non-smokers or the people around you.
How smoking can cause a miscarriage.
How stupid smoking is, like getting run over by a truck.
How to it makes babies smaller.
Hypnosis to quit smoking.
I hear the ones about the harmful effects of smoking.
I hear the ones that tell you not to smoke if your pregnant.
I remember it was a statistic.
I think it was the one about the Truth kills. It was about getting statistics of what cigarettes contain. It says in the commercial that methane gas was in them, and that is what is in cow farts.
I think it's on the LC student's that talk about tobacco.
Ice cream man.
Idaho State Health Department to help quit.
Idaho teens--something about not smoking.
If everyone quit smoking tobacco companies would lose lots of money.
Introducing toxins to body.
It had to do with Idaho and teenagers.
It just says about the age, underage smoking prohibited.
It say it's bad for you and it can take years off your life.
It talks about all the chemicals you put in your body when you smoke a cigarette.
It talks about secondhand smoke.
It was probably about some teenager offering one or someone they were hanging out

with.
It was something about so many people die from tobacco a year.
It was the Truth.
It's all about teen smoking and about families loosing their lives and stuff.
It's bad for you and you shouldn't do it. About the poisons in cigarettes.
It's the one comparing marijuana and tobacco with cancer rates.
It's was a kid sitting in his room then he shot his friend.
Just a general message letting you know about damage that it could do.
Just about how it causes cancer and other health effects.
Just eliminate lies pertaining to the tobacco companies; exposing them.
Just the Truth ads.
Kids asking other kids if they want a cigarette and they say no.
Kids in school and peer pressure.
Kid's not to smoke.
Kids smoking under age and hiding it from parents.
Kids together one being offered cigarettes by friends.
Kids under age talking with parents about smoking.
Kills 1200 people a day.
Kills over 12,000 people a year.
Lady in a cab, cab driver asks her if he can expose her to 200 poisons, and thousands of cancer causing agents. She asks if he is some kind of sicko, and he says no, i just wanted to have a cigarette.
Lady who says all the products inside a cigarette.
Low birth weight. One baby was under weight, the other was normal. A person was walking around with a poster at time square.
Many animals showing butts/ not all the same/ not all are good.
Marlboro/Camels.
More than a thousand die per month.
Most of us 4 out of 5.
Negative things about smoking and what it does.
Newborn babies weight is low.
Nonsmoking one.
One in 3 Idaho teens dies form smoking.
One of every three Idahoans die each year.
One out of 4 people smoke marijuana and ages 15 through 18.
One out of three teenagers die from cancer related to smoking.
One out of three teens will eventually die from tobacco related illnesses.
One with an ice cream truck saying that tobacco companies promote tobacco to people under age.
Overall how you could die from smoking.
Parents are the anti drug.
Parents need to listen to kids about smoking.
Parents talking with their kids about not smoking.
Peer pressure, how smoking is bad.
People talking about how smoking messed up their lives.

Q150: DESCRIBE RADIO COMMERCIAL OR AD (Young Adults)

Poster's of babies. a baby is healthy b baby is not healthy, went around asking which one you prefer.
Quit smoking classes.
Quit.net.
Radio ad describing smoking statistics.
Raspy voice and raspy breathing talking about all the dangerous poisonous stuff in cigarettes.
Rat poison in cigarettes.
Real facts about how many people die from tobacco, infections and stuff like that.
Secondhand smoke, how it kills.
Sharing smoke.
Smoke free America-- 8 out of 10 people that smoke have a smoke-related disease or illness.
Smoking and pregnancy, how it can give baby deformities.
Smoking can cause lung cancer.
Smoking is bad.
Smoking kills and it has bad stuff in it.
Smoking kills, buy a pack today.
Smoking smokes you.
Soaking yourself in chloroform and sitting under a magnifying glass.
Someone from a family writing about cigarettes and how they ruin their life and telling the cigarette companies that they can't get away from what they've done.
Someone talking (electronic) -- have throat cancer.
Something about animals.
Something about pinpointing kids for tobacco advertisements.
Something to quit.
Sponsored by Idaho Department of Health.
State of Idaho.
Stating statistics.
Stop underage smoking.
Talk about the stuff in it -- rat poison.
Talk to kids about smoking.
Talk to your kids.
Talked about smoking and how its bad for you.
Talking about a girls father dying.
Talking about what cigarettes had in them.
Talking to your kids about not smoking.
Talking to your kid's about smoking.
Talks about a woman quitting and lists near health centers.
Talks about different chemicals you are inhaling in cigarettes.
Talks about stuff that happened to their family members.
Teenagers talking about the effects of tobacco.
Teens against smoking.
Tells parents to talk to their kids about smoking and the effects of it.
That it can kill you.

Q150: DESCRIBE RADIO COMMERCIAL OR AD (Young Adults)

The body bag one.
The commercial with the kids speaking against smoking.
The guy can't talk and put something up to his throat to make him talk.
The guy with the hole in his throat.
The kids are smoking and one is offered a cigarette and he says no and okay.
The kids talking about it..
The new commercial that came out about the inhaler.
The one about all the chemicals in cigarette smoke.
The one about not smoking during pregnancy.
The one about the father not being there for his children.
The one that asks all the question and tells the facts that tobacco companies have done.
The one that talks about tobacco smokes you.
The one where their voices have emphysema and they speak about not smoking.
The one where they are talking about polls on smoking.
The one with the baby in carriage.
The one with the lady who quit because she had throat cancer.
The one with the negative association and jet fuel fire.
The one's about the risks and what they are.
The ones that give you the statistics about the illnesses and diseases caused by usage.
The one's that talk about there are better way's to quit smoking. It was advertising ways to quit smoking.
The secondhand smoke thing.
The stuff in cigarettes will kill you.
The tobacco smokes you.
The Truth about tobacco.
The Truth ad.
The Truth ads.
The Truth ads.
The Truth one.
The Truth ones with like this many people are killed every year the fact things.
The Truth ones.
The Truth one's. The surgeon general warning saying every time you hear a surgeon general warning you ignore it.
The Truth ones. They are describing low weight babies. Would you rather have a healthy baby or a low weight baby?.
The Truth or whatever facts.
The Truth thing, how they had people hide information from the consumers.
The Truth.
The Truths.
There is the anti-drug one.
There was a guy in a taxi, and he asked the lady if he could smoke, and she said no, because her kids wouldn't like it.
There was a lady who was very against smoking and second hand smoke, and how it's just deadly.

Q150: DESCRIBE RADIO COMMERCIAL OR AD (Young Adults)

There's one that says "Tobacco smokes you" It was a good shock factor.
There's that smoke away program--Idahoquit.net.
They ask women if they would rather have a big or small baby.
They put rocket fuel in a guy's cigarette, as an incentive to quit.
They say don't smoke.
They talk about how smoking is bad for your lungs.
They talk about the consequences of smoking.
This chick talking about Virginia Slims.
This guy was asking this woman if he could smoke and if he could give her cancer.
Basically talking about secondhand smoke.
Tobacco ads relating to younger adults.
Tobacco smokes you.
Tobacco smokes you.
Tobacco smokes you.
Tobacco smokes you…..quitting.
Truth -- anti smoking.
Truth ads about statistics of cigarette-use related deaths.
Truth ads.
Truth behind the curtain.
Truth campaign they've got going.
Truth commercial that talked about kids smoking.
Truth commercials.
Truth commercials.
Truth ones.
Truth.
Truth.
Truth.
Truth.
Truth.
Truth.
Truth.
Truth.
Truth.
Truth--babies, secondhand smoke.
Truth-bullhorn talking about all the stuff they put in cigarettes.
TV commercial that talked about insecting Truth to let people more aware of how harmful tobacco is.
What is your anti-drug.
When the girl was rummaging through a co-workers purse because she claimed she quit smoking and she just borrows them from people. It says there are better ways to quit smoking and a 1-800 number on ways to quit smoking.
When you're smoking you smoke all kinds of chemicals like what is in cow farts.
Winston speaker tells about the physical dangers of smoking. The adults need to stop so the teens don't start smoking.
Winstons.

Q150: DESCRIBE RADIO COMMERCIAL OR AD (Young Adults)

You hear somebody wheezing and it tells all the gases in cigarettes.
You shouldn't smoke it is bad for you.
Younger kids getting into it and the health problems.
You're going die if you smoke (% of people dying).
Youth and tobacco.

Q160: DESCRIBE TV COMMERCIAL OR AD (Young Adults)

A car runs because a guy was lighting a cigarette.
A commercial about how much money the tobacco companies receive from the smokers.
A commercial on how smoking ages you faster.
A dad talking to his daughter about smoking. It was a talk to your kids about not smoking ad.
A fellow smoking and his lungs and heart gradually turn gray.
A fly -- going in reverse of how the fly died -- made it look like you were smoking a fly.
A girl is leaving with her friends, Dad says "Remember what we talked about." Her friends offer her a cigarette, she says no.
A group of people talking about what's in tobacco, that's what they know now, but there are other things they don't know about.
A guy painting a picture of his dad who died of tobacco.
A guy tackling another guy on a skate board and saying smoking takes things away.
A guy that spray painted a mural of his father.
A guy, then another guy just started talking--would you smoke if you knew what you were doing to yourself.
A homeless guy targets homeless people called Project Scum.
A kid looking at a mural of his dad and saying that tobacco wasn't addictive and can't kill you but this is my dad and he died of smoking.
A kid talking about his dad telling him he was a bad parent. When really he was thanking him for telling him not to smoke.
A kid was spray painting a picture of his dad, cigarette companies claimed that it was inconclusive if tobacco killed people. It was a Truth.com commercial.
A kid with a Mohawk, a real tough guy, his mom asks who he's going out with, he tells her and she says you'll be back by eleven? He says yeah mom.
A little kid watches his brother smoke and his brother feels bad.
A painted picture of somebody's father who passed away.
A person with lung cancer.
A picture of a mother smoking and caused damage to her unborn child.
A poster with 2 babies doing a survey asking people which baby they would choose. The smaller or the bigger one.
A teenage girl acting like she didn't care when talking to her mom about cigarettes.
A van pulls up to a tobacco company they take body bags out of the van and pile them on the sidewalk and say that is the amount of people who die from smoking tobacco. It was a Truth commercial.
About 3 girls sitting in the bathroom and 1 of them is smoking and her body is deteriorating.
About a ice cream truck and how cigarettes first started.
About a poster a baby and they go around and ask people which baby to choose.
About people who died of cancer.
About talking to your kids about smoking and then the kids gets offered a cigarette and turns it down.
Ads on MTV, premature babies or bigger babies.

Q160: DESCRIBE TV COMMERCIAL OR AD (Young Adults)

Airplane flying words.
All the butts are the same.
All the Truth one's.
All these people gathered around a building looking at the building with a number on their shirt, then they all passed out and died.
An ad on the health issues that smoking causes.
An older guy talking about quitting smoking because it killed his wife.
Anti smoking commercial.
Babies, healthy or other.
Baby a or b over smoking.
Baby ones.
Basic "Truth" ads. There's a bunch of them.
Behind the curtain, ice cream truck.
Behind the curtain, Truth.
Behind the curtain.
Behind the curtain.
Behind the curtain.
Bus Bench that shows # of people dying every year.
Bodies by the tobacco companies.
Body bags around a building saying it kills so many people a day.
Body bags kids holding up signs.
Body bags laid in front of a tobacco company.
Body bags pilling up in front of the tobacco office.
Can see a guys organs as they tarred up.
Cigarette machine following guy around.
Cigarette put out on screen, kid voice saying he didn't want to smoke in the future.
Commercial on lungs in a hospital comparing a healthy lung and smoking lung.
Companies lie about smoking.
Comparing babies that were out of smoking and non smoking mothers.
Curtain in front of the white house, talking about what tobacco companies say.
Curtain, kids explaining not to smoke.
Dad died of smoking.
Dad has to smoke outside because he will make the kids sick.
Date of dads birth and date that lung cancer killed him with a mural on the wall.
Dead rat one.
Different things put in cigarettes.
Different types of Truth ones.
Doctor takes a heart ventricle and squeezes it.
Dog and kid- Kid is smoking and the dog barks at him- and also says smoking kills.
Dragging bodies out to show how many are killed a day by smoking.
Dragging body bags from horses.
Dude gets tongue pierced in a dungeon by weird scientist. The scientist asked him if he wanted a smoke.
Dump a large amount of cash into the streets and say that it's the amount of profit tobacco companies would lose if the people that would like to quit smoking could quit.

Q160: DESCRIBE TV COMMERCIAL OR AD (Young Adults)

Dump truck full of money -- how much money they lose.
Dumped a bag of money out and said this is how much money tobacco companies would not make if people stopped smoking.
Egg frying one.
Facts and Truths about tobacco.
Fat from aorta.
Father dying of cancer.
Focusing on poor people to advertise tobacco.
Forklift bringing in tons of money indicating how much $ the tobacco industry. made.
Gentleman had a picture of his father on the wall, and read a statement from a tobacco company that the tobacco company claims that it was not possible that his father died from smoking.
Gentleman lit up a cigarette in car and the driver swerved off the road, hit a tree, and then swerved back and commented "I'm going to endanger your life just as you have mine.".
Girl doing makeup at mirror and smoking and her face turned black.
Girl looking in a mirror and then her body starts to peel away.
Girl talking about her mom having a hole in her throat and she still smokes.
Girl talking about how relaxing smoking is.
Girl who lost mother to cigarettes, who doesn't want to be like her mother.
Graffiti.
Graphic images showing people rotting out from the inside because of smoking. Death is the most relaxed you can get.
Group of people stacking body bags outside of a tobacco company symbolizing number of death in tobacco using.
Guy and girl driving and he said "mind if I smoke?".
Guy drawing man on wall.
Guy talking about older gentleman who couldn't get help with his health problems, but tobacco-related cancer patient did receive care.
Hanging around in a group and one offers a cigarette and they say no.
Has the quitline hotline number.
He puts a picture of his child over a Marlboro pack and says this is my reason to quit.
Instead of seeing the cigarettes he sees his daughter.
Hispanic guy doing graffiti for his father who died of smoking.
Hole in the neck.
Homeless guy in front of Washington DC
Homeless man reading memo from tobacco co.
How people look when they smoke, and that they don't look good.
I caught the end, and it said don't smoke cigarettes.
I don't remember which star it was but there was 1 of the TV stars that sticks 2 cigarettes behind his ears and says this looks as stupid as in your mouth.
I recall only an anti-tobacco ad in Iowa, about eliminating lies.
I think it was a Phillip Morris one, but I couldn't give you a specific.
I think it's called Truth.com Kind of the same thing as the radio ads.
I told you I'd quit with a picture of a grave.

Q160: DESCRIBE TV COMMERCIAL OR AD (Young Adults)

I watch the Spanish channel, and it shows the one about the girl standing on the string showing her balance. It says not to smoke because it can harm the baby. You need to give the unborn child a chance.
Ice cream truck.
Ice cream truck and this is how they get kids to smoke.
Ice Cream truck that they might use to sell cigarettes to kids.
Ice cream truck.
Ice cream truck.
If people smoke when they're pregnant it makes low birth weight.
If you could see on the outside what it does to you on the inside.
If you could what smoke does on the inside of your body would you still smoke.
If you smoke you can become impotent.
In a basketball court one guy telling two guys about what's in a cigarette.
Inside of boys bodies with the effects of smoking, cancer fest.
Instead of putting nicotine -- a patch for taking away nicotine.
It had these people riding.
It has real people who have had problems with smoking, like the lady with the hole in her throat.
It has to do with something on scum it was an anti smoking ad.
It said keep talking to your kids they'll listen. If you tell them over and over again they'll listen.
It was for secondhand smoke and there was an older gentleman talking about his wife who would always complain about him smoking in the house but he wouldn't stop and she ended up dying of secondhand smoke.
It would be the same thing, where they ask the question and show the facts of how they tried to cover up the effects of tobacco.
It's a take on the Marlboro campaign, and instead of rounding up people they round up bodies.
Its black and white with some guy talking about not smoking.
It's no joke, like the Truth about tobacco.
Its one where the kid is getting ready to go out and his mom asks him where he's going and which friends he's going out with. It was like he was extremely dressed but he could still be himself.
Just one of those Truth ones.
Just the one about put the butts out.
Kid and older brother, example of how if he smoked it would influence him to also.
Kid declined, because she talked to parents.
Kid in the library facing towards you and says something.
Kid says he lost his father to smoking.
Kid smoking and it shows his lungs.
Kid takes 4 cigarette and puts it together into one -- one thing of marijuana is like 4 cigarettes.
Kid talking about dad that died from smoking.
Kid was smoking a cigarette and it looked like they had opened his chest to show what the cigarette was doing to his lungs.

Q160: DESCRIBE TV COMMERCIAL OR AD (Young Adults)

Kids are playing around at the play ground and one kid offers one a cigarette and he refuses.
Kids dad dies and it is painted on the wall.
Kids on a playground just talking to each other saying that it's not cool to smoke.
Kids Smoking.
Kids talking about tobacco and how they are being deceived about it. Big banner, they knew about this and they didn't tell anybody.
Lady almost hit the tree because the other guy was smoking.
Lady and guy driving in a car, the car drives off the road, the driver looks at the lady and says, "Well your endangering my life.".
Lady driving and guy lights up and lady swerves.
Lady had a mouse trap attached to her cigarettes every time she reached for a smoke it would snap.
Lady sharing dentures, sharing secondhand smoke.
Lady talking with a trachea in her throat.
Lady who smokes out of her throat.
Large pile of body bags signifying how many people have died from cigarette. smoking over the past x amount. of time.
Latino painting a portrait of his father who died from lung cancer.
Laying down and they are wearing the same thing this is how many people die every day.
Lights off with a co-worker and she off the road.
Lined all the body bags.
Little boy walking and declines smoking with friends.
Looking inside the body.
Low birth weight babies due to smoking mothers.
Low birth weight babies smoking and non-smoking mothers.
Lung cancer, birth defects, and stuff like that.
Millions of dollars that go into cigarettes.
Mom smoking and baby birth defects.
Mom talking to kids about smoking.
Money dumped on the side of the road.
Money, how much money tobacco companies make.
MTV.
Mural of dad.
Nicotine gum.
Nicotrone/nicoret.
Not effective.
Old man talking about how secondhand smoke killed his wife.
Old man with his wife telling him to quit smoking because it can kill him and it turns out that she is dead before him because of secondhand smoke.
Older brother influencing his younger brother.
On TV, smoking kills a lot of people. What would you prefer A or B baby.
One in three Idaho teens die.

Q160: DESCRIBE TV COMMERCIAL OR AD (Young Adults)

One is were these kids are at a party and this guy walks up to a girl and she pulls out a cigarette and he looks at her like her head is a fish.
One out of three teens will die..
One talking about how tobacco companies lie to you.
One that had a lot of kids and one asked if they wanted to smoke and they said no.
One that had to deal with killing his wife because of secondhand smoke.
One that shows your body changing on the outside.
One was about a guy painting a mural of his father, who had smoked the majority of his life and had died from throat cancer directly caused by smoking.
Operation scum -- getting homeless to smoke.
Other choices that you could choose instead of smoking, like things you enjoy that represent yourself.
Painting of father on wall who died from smoking.
Parents getting kids to say no to tobacco.
Parents talk to kids about smoking, decline at party.
Parents teaching their children not to smoke.
Parents the anti drug.
Parents, the anti drug commercial.
Parents, the anti-drug.
Patches.
People falling down in front of the tobacco corporation "playing dead' and the loaders dump out the billions of dollars on the street showed the people watching all the money. It said the money represented how much money is spent on tobacco a year.
People going to the companies asking them questions.
People talking about tobacco companies trying to make tobacco seem less harmful then it is.
People walking in front of tobacco company and fell down dead.
People who made tobacco know its addictive and have denied it but now there's evidence after 20 years.
Picture of a guy on a wall, with a nephew talking about how his uncle got throat cancer.
Pile of paper representing money that people spend on tobacco.
Prescription ads for people to quit smoking.
Pretty much the same as the radio.
Rat clawing out of subway.
Rat poisoning.
Rats crawling out of the sewer.
Red curtain ones.
Same one about making babies smaller.
Same one as the radio one I heard (How stupid smoking is, like getting run over by a truck.)
Scum project.
Secondhand smoke.
She's driving a car and hits a tree and says he's endangering her life so she's endangering his.
Showed a black lung.

Q160: DESCRIBE TV COMMERCIAL OR AD (Young Adults)

Showed the lung /artery--the stuff that builds up.
Showing insides of the body.
Shows a black lung and what one cigarette can do to you.
Shows birth weights between babies who are born to mothers who smoke and don't.
Shows ice cream truck speaking over loudspeaker telling how tobacco companies were going to sell new cigarettes using ice cream trucks.
Smaller babies commercial.
Smaller birth weight.
Smoking and pregnancy.
Smoking comes from homeless people.
Smoking ruins your lifestyle.
Some guys driving an Ice Cream Truck.
Some old guy who talks about getting younger people to smoke, and they call it Project Scum.
Some old man talking about losing his wife to second hand smoke.
Somebody dies from smoking.
Somebody smokes and shows effects on organs.
Something about an Ice cream truck.
Something that the tobacco companies have said.
Statistics on how many people have died this year from tobacco use.
Students against smoking.
Talk to your family about smoking.
Talk to your kids -- they'll listen -- ask who, where, and why.
Talk to your kids about smoking.
Talk with your kids about smoking, they will listen.
Talked about infecting Truth to let people more aware of how harmful tobacco is.
Talking about how bad the tobacco companies were.
Talking about how much money they make, (referring to tobacco co.'s.).
Talking about what happened to their family members.
Talking to your kids about smoking.
Teen pregnancy.
Teen smoking and how it causes cancer.
Teen with a ponytail and he is leaving the house and his mother asks his where he is going. At the end it says to know your kids.
Teenage smoking and addiction. Statistics on teen smoking and how bad it is. Names different things you could do and asks if you would , cause smoking is just as bad.
Teenager -- cigarette smokes you -- eats up their faces -- mouth and lip disease.
Teens against smoking.
Teens against tobacco.
Teens are standing in front of the tobacco company, and they say this how many people die a day of smoking and they fall to the ground.
Teens in a restaurant--Smoke or eat.
Tell your kids to listen.
Terrence the rat? rejectile tobacco.
That girl when they show her insides, what they look like after smoking.

Q160: DESCRIBE TV COMMERCIAL OR AD (Young Adults)

That guy that died from throat cancer.
The ad goes inside the body and shows what smoke does to the body.
The anti drug.
The baby one that asks the women which baby they would prefer, the small one or the bigger one.
The behind the curtain one it was like a million dollars the government wouldn't make if people didn't smoke. It was explaining how much the government would not make.
The birth weight of kids.
The body bags--that's how many people die each year.
The curtain -- guys would talk about corporations lying to people about the dangers of smoking.
The curtain ones, with the statistics on them.
The dump truck dumps all the money they make.
The effects that tobacco can have on your unborn child.
The girl is in the bathroom and she is looking in the mirror.
The good baby or the one with the smoke.
The guy with his face off from tobacco.
The guys Dad died of lung cancer.
The kids are talking to their parents and saying talk to us we listen.
The kids are walking and someone offers them a cigarette and they say no.
The lady or guy with the hole in his throat and he's still smoking.
The more you know with some celebrities, there like five seconds long.
The more you know.
The old guy that loses his wife.
The old man's wife was hassling him to quit smoking. Then she died of second-hand smoke. He said "My wife was my life.".
The one about having small children and smoking.
The one about having smaller birth weight's.
The one about Hollywood actors, telling you not to use and it's a bad habit.
The one about the bigger and smaller babies. There always the ones about the Truth.
The one about the low birth weights caused by smoking.
The one ad where the dude is smoking and his brain is fried.
The one showed the human liver and what it looks like after you smoke cigarettes.
The one that has the camel on it (Joe camel).
The one that shows the girl and the guy, that shows his lungs, that he's dead.
The one that shows what a healthy lung looks like and the other what a smokers looks like.
The one were someone comes on and says how many people die or smoking and how many know and then a sign that says now this many people know.
The one were there's all the dead bodies on the street and the kids talking into the microphone.
The one where the girl is in the bathroom and her whole face turns black and tar comes out of her mouth.
The one where the kid is talking about his father dying of throat cancer from smoking.
The one where the people are asking about the birth weight of babies.

Q160: DESCRIBE TV COMMERCIAL OR AD (Young Adults)

The one where they asked what baby they would rather have and everyone picked the bigger baby.
The one where they have a curtain and someone is standing behind the curtain, then they open it up and it's the city.
The one where they have all the little babies crying and abandoned.
The one where they open up someone's chest and see how nasty it is.
The one where they show the guy's insides and his lungs are all black. It said "Do you think more people would smoke if they saw their insides?".
The one where they show the insides of and what it would do to you.
The one where this lady is smoking and she's looking in the mirror and her face is being eaten away.
The one with a beach full of body bags.
The one with a curtain and then a sack.
The one with a lot of body bags stacked up amongst each other.
The one with all the tar on the lungs.
The one with body bags.
The one with the animals and the butt.
The one with the girl and it shows her teeth and her dying I think.
The one with the guy who had his voice box removed and he still smokes out of the hole in his throat.
The one with the kid rotting from the outside in.
The one with the lady she had a hole in her throat from smoking.
The one with the lady with the hole in her neck and she smokes through the hole in her neck.
The one with the low birth weight of children to mothers who smoke.
The one with the old guy who his wife died because of his smoking.
The one with the person smoking out of the side of their neck.
The one with the rat laying on the street.
The ones about teens, and them having pressure to smoke and the dad talks to him about not smoke. The boy makes the decision not to smoke. I see it in the Spanish channel.
The ones that always says "Tobacco smokes you.".
The ones with the curtains where they show behind the curtain.
The only one I remember is the one about tobacco is wacko.
The people were showing you what the inside of your body looks like when you smoke, and what it would look like if it was on the outside of you. It was gross!.
The rat sitting on a bench talking about tobacco.
The same about the consequences and results of smoking.
The same ones.
The same Truth ads, they took a lot of money and said this is what they make on cigarettes. The ads about the Truth behind the curtain.
The size of babies born to smokers.
The smaller babies vs. the larger babies.
The true facts and the Truth hurts.
The Truth about tobacco.

Q160: DESCRIBE TV COMMERCIAL OR AD (Young Adults)

The Truth ad.
The Truth ads where they either tell a story about someone who smokes or they take a statistic and turn it into real life like when they took a thousand people and acted like they died outside of a tobacco company.
The Truth ads.
The Truth ads.
The Truth ads.
The Truth ads.
The Truth behind the curtain.
The Truth campaign they've got going.
The Truth commercials.
The Truth commercials.
The Truth one, it's asking people about what baby size they would like to have.
The Truth ones about baby's.
The Truth ones.
The Truth ones.
The Truth smoking ads.
The Truth.
The Truth.com ads that talk about the negative effects of tobacco.
The twelve hundred people fall down dead from tobacco smoking. It's letting you know how many people die from cigarette smoking.
The young kids are passing out a cigarette or something that states the health hazards of smoking.
Their in the city and a bunch people drop down and "die".
There are those Truth ones, one is of a homeless guy reading a marketing scheme about tobacco.
There is a guy riding in a car and it shows the death rate of smokers and he throws his cigarette away.
There is guy that smokes and the commercial asks if you see what it does inside the body, would you still smoke.
There was a curtain and it had a company tobacco ad about how it had a newspaper study showing how tobacco killed people and that was the study.
There was one involving body bags that represent the amount of people that would die from smoking this year.
There was one where the mother had died from smoking and her child was talking about it.
There where like tobacco boxes with x's through them.
Theres a college aged kid and he dumps a lot of cut up paper representing money and he says something about ten billion dollars and the tobacco companies focusing on young kids.
Theres a man and a woman driving in a car the man lights a cigarette and the woman starts driving crazy.
There's a mom driving a car, and she talks to her older son about a girl he's dating, and his little brother says "she smokes." Older son says "she's not like that anymore, she's cool, she quit." Little brother says, "if she's so cool then why is she dating you?".

Q160: DESCRIBE TV COMMERCIAL OR AD (Young Adults)

There's this woman in the restroom and tar was coming out of her mouth, generally saying what smoking can do to you.
These big construction trucks dump money into a pile and it says people would lose 15 million dollars if people quit.The major tobacco companies would lose that much money.
These girls going around asking if they want baby A or baby B. It's about women that smoke.
They had a picture of a healthy baby of a women that had not been smoking and one baby that was born to a mother that had been smoking. They were tallying the scores for which baby they would want. Everyone was choosing a healthy baby.
They have something to do with the Truth.
They have the comparison on the babies they would rather have.
They have the ones about Truth.
They show tar in the lungs.
They showed how much money tobacco companies would lose if they didn't sell any cigarettes.
They were stacking up body bags outside of a cigarette corporation, it was the number of people who die each year from tobacco related cancers.
They're piling cigarettes in the middle of the street. I don't remember the message that was behind that one.
This guys asking if she minds if he smokes, she drives off an embankment and says you're trying to endanger my life.
This guys head turns into a fish. I think he's trying to pick up on a lady and all she see's is a fish smoking.
This is how much money the tobacco companies wouldn't make if twelve thousand people didn't smoke.
This older teenage boy was wandering around and his little brother was watching him. He was about to smoke but saw his brother watching him and thought twice about it.
This one where you talk to your kids about it and you're not going to be there to hear their answer.
This one with the ice cream truck, people trying to convince kids to smoke and they are running away.
Those red curtain ones, where the red curtain moves and reveals something.
Tobacco companies say that tobacco doesn't kill. Then a kid says that his dad died of cancer.
Tobacco companies using ice cream trucks for advertising.
Tobacco Industry kills 1200 people a year.
Tobacco kills 1,200 people a day.
Tobacco smokes you.
Tobacco smokes you.
Tombstone and You're not cool.
Truth -- about tobacco executives saying bad things.
Truth - behind the curtain.
Truth -- smoking outside of the body.
Truth -- teenagers talking about putting rat poison in the cigarette.
Truth 5000000 dollars on the ground.

Q160: DESCRIBE TV COMMERCIAL OR AD (Young Adults)

Truth about smoking.
Truth about smoking.
Truth about the lungs.
Truth about tobacco.
Truth add about low birth weight.
Truth ads about how they target the homeless people.
Truth ads and also a kid spray painting his dad.
Truth ads where they took a lot of bodies and stacked them outside of a tobacco company and had a sign of how many people cigarettes kill every day.
Truth ads with the teenagers (I can think of tons),.
Truth Ads, the ice cream truck to advertise tobacco.
Truth ads.
Truth ads.
Truth ads.
Truth ads.
Truth ads.
Truth ads.
Truth ads. The one about the body bags.
Truth babies being born small because of smoking.
Truth behind curtain commercial.
Truth behind the current - homeless guy- scum.
Truth behind the curtain and project scum is another one of the small ones that Truth behind the curtain does but the baby a or baby b is the one I've seen lately.
Truth behind the curtain, smaller babies with smoking.
Truth campaign ads.
Truth commercial.
Truth commercial; about the body bags.
Truth commercials where they show the curtain with a person stating facts.
Truth commercials.
Truth commercials.
Truth hurts. Truth.com.
Truth one with the low weight babies.
Truth ones that tell you something.
Truth shirts.
Truth- statement or statistic.
Truth telling kid's not to smoke.
Truth.
Truth.
Truth.
Truth.
Truth.
Truth.
Truth.
Truth.
Truth.

Q160: DESCRIBE TV COMMERCIAL OR AD (Young Adults)

Truth.
Truth.
Truth.
Truth.
Truth.
Truth.com.
Truth.com.
Truth.com.
Truth--corpse on a block and saying that is how many people die a day of tobacco.
Twelve thousand people die per day from cigarette smoke a day. It's behind a curtain.
Vultures eating a guy that died smoking a cigarette.
Walking down street and they all fall down when they walk by a tobacco company.
What does the big tobacco company have done in the past.
What is your anti-drug.
What it does to you.
What lungs look like when you inhale.
What would you do if you could see what smoking does to you.
When they dump money all over the street and they say this is how much people spend each year.
Where the girl's face melts off.
Where the lady is smoking through a hole in her neck.
Where they compare the smokers lung and the healthy lung.
Woman asking people if they would rather have small baby or healthy baby due to smoking.
Women who want a smaller or larger baby.
X-ray on lungs.

Q170: DESCRIBE BUS BENCH AD (Young Adults)

A big mouse describing garbage to tobacco.
A guy with half his face missing because he has cancer from chewing tobacco.
A teenage boy on a bus bench.
Anti smoking.
Black and said QuitNet.
Dept of health.
Dying for a smoke, too bad.
Dying for a smoke? Sorry to hear about that.
I'm dying for a cigarette.
I'm dying for a smoke.
One in front of a tobacco shop.
Prevent youth smoking.
Smoking kills you.
The truth facts.
They're usually about smoking and the effects on pregnancy.
Truth -- anti drug.
Truth benches.
Truth, worse for you than most illegal drugs.

Q180: DESCRIBE NEWSPAPER AD (Young Adults)

A circle with a frog. It said "If you smoke you croak."
A hypnosis ad to quit smoking.
A monkey with a cigarette in his mouth, it said "You look just as silly."
A picture of a lady talking out of her neck because she had cancer. In a bubble it said something against anti smoking.
Ad for a stop smoking seminar.
An older person says he used to buy a pack of cigarettes for 10 cents and saying that it is too expensive habit.
Asks about if you want to quit smoking, advertisements.
Be smart and don't start smoking.
Cigarette crossed out.
Cigarette in the middle w/ the circle and red line through the middle.
Decrepit ugly looking thing.
Do you or your friends need help to quit smoking, phones #'s for city and county.
Going against smoking.
Had a lot of words saying the % of the mortality rate smoking and using drugs.
Had a lot to do with teenagers not smoking again.
Had a pack of Camels with a circle and line around it.
Help for people to quit smoking ads.
Hypnotize to quit smoking.
I miss my lung.
Info ad about stop smoking.
It gives information about cigarettes and what they are putting in them.
It just says no smoking. There was an ad with the word tobacco and a circle around it with a slash. And it always has the no alcohol and no smoking together.
It showed a person with a hole in their throat, smoking through the hole, and all the different kinds of cancers.
It's advertising on counseling, and Smoke Away and stuff.
Kids giving sarcastic comments on surgeon general warnings like gassing yourself with gasoline and lighting a match can be hazardous to your health.
Local newspaper.
Mind if I smoke? the answer is, "mind if I die?.".
One of three Idahoans die each year--a bunch facts.
Orange label.
People had body parts removed.
Person writing letter to family how smoking has ruined their life and had cancer.
Pictures of teenagers with text about choosing not to smoke.
Pregnant women smoking causes low birth weight.
Prevent youth smoking.
Quit.net.
School newspaper.
Shows an old lady with a hole in her throat.
Smokers Anonymous, were they con go to a support group and get help.
Statistics and anti smoking.

Q180: DESCRIBE NEWSPAPER AD (Young Adults)

Support group offered to help students quit.
Talk to your kids about smoking and tobacco, they're listening. It has a number to call for information.
Talks about lung cancer.
Talks about the damage that tobacco does to your system.
Tells you what's in cigarette.
That it causes cancer.
The Truth ones.
The university ad that about 20% of students are smoking.
They're cartoons and they make you laugh but they are really serious.
This guy putting out a cigarette or something or maybe it was just a squashed cigarette butt.
Tobacco is wacko.
Tobacco smokes you.
Tobacco smokes you.
Truth (dog poop).
Truth.
Truth.

Q190: DESCRIBE MOVIE THEATER AD (Young Adults)

A picture of a cigarette with a line through it.
A picture of a popcorn guy and he died or something like that.
A picture with a guy with a hole in his throat.
A project filter.
A quick slide saying smoking is unhealthy and just don't do it.
Babies in intersection.
Big circle -- tobacco is wacko if you're a teen.
Cartoon ad?.
Cartoon with a red line through it saying no smoking.
Circle with a line through it with a cigarette in it.
Contact your local health dept with a #.
Don't accept smoking in there.
Filter ad.
Guy spitting chew in girlfriend's soda cup.
Has a joker on it, and says, " Don't smoke tobacco, it smokes you.".
I remember mostly that it was orange.
It had a number to call to help you quit smoking.
It had some anti-tobacco saying and a picture.
It just says No Smoking.
It was showing coffee and tongue was black.
It was talking about don't smoke, your parents care, your parents know and they are doing it for your benefit.
Lady with hole in her throat.
List how tobacco affects you.
Lists all the Health defects cigarettes bring.
Little cigarette man.
Male and female--asking if they like smoking.
Message stated "leave your butts at the door." It was associated with a cartoon.
No smoking allowed.
No smoking in the establishments. Smoke-free establishments.
No smoking in the movie theater.
No smoking in the theater.
No smoking picture.
No smoking-- thanks from the theatre.
One in three teens will eventually die from smoking related illnesses.
One of a kid in his bedroom. It was about parents talking to their kids about smoking.
Please do not smoke.
Please no smoking, be considerate.
Project Filter.
Promoting the Truth one about smoking is bad.
Ren and Stimpy cartoon--they are doing stunts and then they get out and one lights a cigarette and the skinny one tells the bigger one are you crazy.
Says 1 in 4 teenagers will die of cigarette smoking.
Show what the lungs look like.

Q190: DESCRIBE MOVIE THEATER AD (Young Adults)

Something about the low birth weight for teens who smoke.
Statistics regarding how many people die each year from smoking.
Surgeon General's Warning.
Teens were smoking everyday and they pulled out and hit a little girl.
The causes of smoking.
The one that says "Don't smoke" with the slash.
The one with the homeless guy.
The one with the smoker who has to use one of those things to radiate his voice.
The ones that get you information to help you quit smoking.
The only one I can think of are the one's that say don't smoke there.
The same as the ones on TV.
The tobacco smokes you thing.
There's a sign at the beginning of the movie.
They are smoking and they run over a kid.
They're the same company, the truth ads.
Truth.
Typed words against smoking.

Which racial or ethnic background best describes you? (Young Adults)

1/2 Black and 1/2 American Indian.
American Indian/ white.
American.
American.
American.
American.
Asian American (half American, half Asian).
Basque.
Dutch.
German.
Half Basque and half white.
Half Portuguese.
Italian.
Mexican.
Mexican/White.
Native American and white.
Other.
White / Asian.
White/Hispanic mix.

D: Open-ended Responses from Teen Survey

Q150: DESCRIBE RADIO COMMERCIAL OR AD (Teens)

103.3 Kids don't smoke or it will ruin your life.
A bunch of kids said just don't do it.
A guy says, "It can expose you to" and the lady said "are you some sicko or something" and then he says "I have it easy, can I have a cigarette" and she says "no it just gets in my hair and clothes". Voice comes on and says "cigarettes are more than a nuisance, its deadly".
A guy talks about not smoking and talk to your kids about it.
A guy was talking about smoking ruining his life.
A kid talking to his mom and he's going to a concert...(can't remember anything else)
A lady gets pregnant and the guy doesn't want to marry her.
About all the ingredients/poisons/additives in cigarettes.
About don't use it.
About how you can die from smoking and how it harms your body. How many people die per year from smoking cigarettes.
Accident--that the people died because of smoking.
Anti drug saying "Sports is my anti drug & that's why I don't smoke."
Anti-drug ones.
Anti-drugs.
Basically saying, the ones about the truth. The facts about it, like how many people die per year from smoking tobacco and from second-hand smoke.
Behind the curtain.
Black lungs.
Blowing hair dry by a sink of water; if you listen to those warnings, then why don't you listen to the one about tobacco
Can't breathe, coughing.
Cowboy can't ride his horse because he doesn't have a lung.
Deaths.
Don't do drugs.
Don't do drugs.
Don't smoke because it's bad for you.
Don't smoke, it's bad for you. The anti-drug.
Drugs and sex don't mix so don't do either of them.
Dump truck full of money, "if you quit smoking, all this money will go to different things."
Dumped money on road.
From 12 to 18 most teenagers are smoking tobacco.
Girl is going out and dad says, "You know the rules." She is offered a cigarette and says no thanks and then they talk about hair.
Girl sees sign, quits smoking.
Giving examples of what happens when you smoke cigarettes, and what is going to happen to you when you do.
Guy goes to tobacco store and they fill his cigarettes with pepper spray.
Guy was smoking and said how bad it was to your body.
Guy who smokes cigarettes and hurt his throat and had to talk through a box. Wasn't

actual voice but some type of vibration.
How bad smoking was for you.
How cigarettes and tobacco are bad for you.
How gross smoking is and how it will destroy your life and the lives of those around you.
How it could ruin your life.
How tobacco can ruin your life and other's lives around you.
I just hear some that talk about scenarios, or what happens to people if they smoke.
I remember a slogan tobacco is wacko.
I remember it telling that it was bad to smoke.
Idaho Quit smoking commercials.
Imagine if you smoked in front of your friends and your body was your lungs.
In a magazine, tobacco is wacko.
Infect truth, the anti drug, and truth behind the curtain.
It can hurt your lungs.
It described the bad effects of smoking.
It explains what's in a cigarette. They said it contained rat poison.
It just said how to tell your children not to smoke and stuff.
It just says about a guy with a shirt that says something about not smoking. He did smoke and it messed up his life.
It just talked about 1 in 3 teens in Idaho dying because of tobacco.
It just talked about a bunch of stupid things not to do, then it talked about not doing drugs.
It shows one about an old lady who had been smoking since she was eight or twelve. She had a hole in her throat from smoking.
It talked about how much tobacco kills people a year, how much money they get from it.
It talks about smoking, how smoking is bad for you.
It tells you about what is in a cigarette and what can happen to you if you smoke. It mostly tells about second hand smoke.
It was one of those Truth ads, and it talked about the size of babies.
It would be better to live in a sewer like a rat than to smoke.
It's about what happens to you, like you'll be buried in a grave. A lot of people think it's cool, but it makes you look older.
It's like the TV ad where the guy is talking about the problems he's had.
It's more important to set an example for him because he looks up to me--I think it was an older brother.
It's saying what happens when you smoke, and that your breath stinks and everything tastes like chicken.
Just how bad it is for you. That it's looked down upon by your peers and elders.
Just how you're not supposed to smoke.
Just like the ones I see on TV.
Just people talking about that you could die from smoking and get lung cancer and stuff.
Just talking about the negativity of it in the eyes of other teenagers.
Keep tobacco from teens.
Kid looking over his Dad and says rest in peace.
Kids are going, "I hate you as parents." But they knew their parents were just trying to

keep them away from them.
Kids go out and say if you want a cigarette and another kid says no thanks or you're crazy.
Kids stories talk about ways to use anti-drugs.
Kids talking about smoking.
Killing your lungs.
My father is smoking and they said he couldn't die, and yet he did.
Never start smoking.
Nicorette usage.
Not to smoke because it ruins your life.
Number of death smoking causes.
One of every 5 smokers will die because of smoking.
One of the truth ones that tells how many deaths occur due to tobacco related illnesses.
One of the truth ones.
One person tells a story about themselves or there family members and it is called Truth.
One where their talking about what happens to your lungs when you smoke, and how many people die from it.
Painting of a dad on a wall that died from cancer.
Parents and kids talking about it. Smoking, cigarettes.
Parents are the anti-drug for asking questions.
Parents talking.
People saying they can't stop and really want to.
People talking about how they got over smoking and the products that helped them stop.
People who had smoked all there lives and telling people not to do it.
Pot had 3 times as much carcinogens as cigarettes.
Pretty much saying "It's going to kill you."
Rat poison that you inhale.
Sarcastic ad about smoking.
Says all the stuff about cigarettes, like tar and funeral homes.
Says every day a teenager tries cigarettes and parents should talk to the kids.
Smoke free is the way to be.
Smoking causing cancer.
Smoking is a killer.
Smoking is bad for you.
Smoking is bad for you.
Smoking is bad for your health, it endangers your lungs and can cause emphysema.
Smoking kills more than a thousand people a year.
Smoking smokes you or something like that.
Some of the things that happen to kids if they use tobacco.
Some person breathing through a tube.
Some things aren't meant to be shared.
Something about a bodybag.
Something about friends smoking.

Q150: DESCRIBE RADIO COMMERCIAL OR AD (Teens)

Something about talking to your kids about smoking.
Something that said not to smoke and it went on and on.
Statistics about how many deaths per year form tobacco.
Stop teen smoking, it's for the future. The commercial says my anti drug is this, and it says stop smoking tobacco.
Talk to your kids, celebrities talking against smoking.
Talked about smoking and how it affected their life.
Talking about kids doing pot at parties and what happens.
Talking about what tobacco does to your heart and lungs -- cancer.
Talks about how it makes you stupid.
Talks about how talking about cigarettes will help keep you away.
Talks about some of the diseases and harmful substances that go into your body and what they do, and gives some examples of the effects. It's illegal for teens to smoke.
The slogan of the cigarette prevention commercials is: "Tobacco smokes you."
Talks about the symptoms -- like what happens to you -- music in background.
Teen pregnancy and its effects on babies.
Teen smoking has decreased in Idaho.
Teens against tobacco, don't do it--gave their phone number.
Teens and smoking don't mix. Parents talk to your kids, they will listen.
Tells you about how it affects you and how it makes you look like your teeth and toenails.
Tells you what's in nicotine -- people coughing in the background and choking -- comparing to rat poison.
That cigarettes are no good for you.
That is kills a certain amount of people each year.
The anti-drug.
The drug free and tobacco is wacko.
The end of the commercial say's help fight against teens smoking.
The guy asked the girl on the bus if he could smoke. It was about second hand smoke, and a lot of people die from that.
The lady that had a hole in her neck.
The less weight baby.
The little scenario where the kid ended up in the hospital. It talked about the harmful effects of tobacco.
The message was it's really stupid to do it, I don't remember anything else.
The one about the babies being smaller.
The one that says what's in tobacco like rat poison and the stuff in batteries. That one's on a lot.
The one where drugs eat you alive. "Tobacco smokes you."
The one with the kids get on and ask their parents to stop.
The ones where they tell you all the bad things.
The rat guy saying how everyone hates him because he stinks and is a pest and how nobody wants to be around him.
The truth ads.
The truth ones, the smaller baby stuff.

Q150: DESCRIBE RADIO COMMERCIAL OR AD (Teens)

The truth ones. They say "This is the truth. It's an outrage."
The truth ones--where tobacco is wacko for your teen.
There is a thing about truth in Idaho ad.
There was a guy who lost half his jaw, he talked funny and that's what happens when you use tobacco.
There's a couple that tell what happens with the money when you smoke cigarettes.
There's one that is named the Dangerous Road.
They are all pretty much the same, don't smoke it's bad for you.
They are the truth ads.
They talk about the different ingredients in cigarettes, like rat tonic and they talk about your hair falling, fingernails getting gross, yellow teeth.
They talked about truth and what was in the cigarettes, like rat poison, rocket fuel and a bunch of other poisons.
Think, don't smoke.
To quit smoking.
Tobacco chew-- more to effect you sooner.
Tobacco has nicotine and it is bad for you.
Tobacco is wacko don't do it.
Tobacco is wacko if you're a teen.
Tobacco is wacko.
Tobacco is wacko.
Tobacco is whacko if your a teen.
Tobacco makes you look wacky.
Tobacco smokes you
Tobacco smokes you.
Truth
Truth
Truth about tobacco.
Truth ad
Truth ad
Truth ad.
Truth ads.
Truth.com how cigarettes are addictive when the tobacco companies admitted it.
Truth--about people looking at the fact.
Truth--statistics commercials.
Typically the "truth" reveled on 101.9 the Christian station.
What it contains.
What was in cigarettes in relation to household items.
When the hospital comes on and starts talking about it.
Why not take a drag.
With the plaque.
Would you rather have this baby or the other baby. Most people said they rather have the big baby.
You'll be a lady's man or something.
You're not supposed to smoke in front of your kids, secondhand smoke harms them.

Q150: DESCRIBE RADIO COMMERCIAL OR AD (Teens)

They don't have a choice but you do.

Q160: DESCRIBE TV COMMERCIAL OR AD (Teens)

1 of every 3 teens will die of tobacco related illness.
3 guys live in a house and it's all gross and one guy ask if they want a cigarette and the other guys say he's gross.
A big red curtain thing that said in the past year more than 50,000 people have died from smoking.
A Bus Bench with odd numbers on it-- and a girl is sitting in a car and writes down a four with lipstick on the window and gets out.
A boy and a girl are at the movies. The boy spits the tobacco in the girls cup. The girl ends up drinking from the cup. It's gross, then it shows the ad that gives the side effects of tobacco.
A boy spray painting a memorial for his dad on the wall.
A bunch of dead people are in bags, smoking can kill up to 5000 people in a month.
A bunch of kids telling other kids not to smoke.
A bunch of paper dumped into the center of the town--how much money people spend on cigarettes each year.
A commercial that says all the poisons in a cigarette that you are putting into your body when you smoke.
A girl in the bathroom doing her makeup and smoking and her face gets all gross, black tar coming out of her mouth--if you can see what's on the outside is that what you want to look like.
A girl standing in front of the mirror. She took a puff and it said would you still smoke if you knew what your insides looked like?
A guy coming on TV saying smoking is bad for your health. He was standing.
A guy goes get his tongue pierced and the artist asks him if he wants a smoke and the kid turns him down.
A guy is going to light a cigarette, and the girl in the front seat that is driving goes crazy and almost runs into a tree and goes back on the road. She says "You're endangering my life, I'm just returning the favor." The guy in the passenger seat was going to smoke.
A guy lit a cigarette and female driver drove off the road. He said what did you do that for. She said you are jeopardizing my life, so I thought I'd do the same.
A guy named Chuck who smokes and he says I figured out what to do about smoking, then he says so what if my breath stinks all the time. He's talking about the mint company and says the list of things that he doesn't think smoking isn't bad then he says so what, what if the sex is so, so. I could just Um-Um
A guy painting a picture of his dad.
A guy sitting on a chair smoking and talking about his life.
A guy standing inside some building and he said if your outside looked like your inside, would you smoke?
A kid rolling up a joint.
A kid that has different faces; face changes like a fish.
A lady is smoking and she got addicted to it, and they had to cut her throat and so she is smoking from her neck.
A lady with a deformed baby.
A lady with a hole in her throat.

Q160: DESCRIBE TV COMMERCIAL OR AD (Teens)

A little kid sitting in a house alone and the house was falling apart and it was in black and white and then red letters came out and said "Look what smoking and tobacco can do to your life and your families".
A person starts talking about how many people die per year from tobacco and what it does to you and then a guy comes up and says they target old people and homeless people.
A whole bunch of teenagers offering a kid tobacco; he says no...Talk to your kids about tobacco.
About the time the girl had a hole in her neck.
Ad showing how it can affect your everyday-life by the loss of a family member.
Ad that says smoking can cause cancer and lung disease.
All the babies crawling on the ground crying.
Anti-drug -- dump $5 billion on the street.
Anti-drug.
Anti-drugs, about the kid whose parents always talk to him before he goes out.
Asking people if they would rather have a baby that was normal or a smaller one. It was all messed up because the parent had smoked. Also one with body bag.
At a party -- a guy wearing a shirt saying smoking is not good for you.
Babies and the effects smoking has on it.
Baby of mother who does smoke and baby of one who doesn't smoke, the smoker's baby is smaller.
Baby sizes, bigger baby and smaller baby.
Behind the curtain--The Truth.
Bus Bench ad, there was a guy's quote on it.
Birth defects on babies.
Body bags dragged by horses.
Body bags.
Bunch of kids sitting outside smoking and some other kids come along and say no to drugs.
By this tree, there was a kid who was looking at a picture of his brother because he killed his brother in an accident when he was smoking.
Cartoon with Intoxicor.
Celebrities talking against smoking.
Cigarette companies -- Project Scum.
Cigarettes and a carton
Comparing baby birth weights.
Couple of boys talking and other kids-- one asked if he wanted to smoke and rejected it and it said anti-drug at the end.
Curtain with statistics on deaths caused by smoking related diseases.
D.A.R.E. Kids who were smoking tobacco; offered one kid tobacco and he just backed off.
Dead bodies fall out of a helicopter with parachutes. It shows how many people die a year.
Deaths.
Dentures.

Q160: DESCRIBE TV COMMERCIAL OR AD (Teens)

Describing the negative effect of tobacco.
Directed toward parents about talking to their kids about smoking.
Diseases smoking causes in your mouth.
Do as I say, not as I do. Something about parents.
Doing weird things to quit, mouse traps or tanks of water.
Don't smoke ad.
Don't smoke because it gives you bad breath.
Driving through the drive-thru at a restaurant and they imply that they hit someone and it says "The anti drug."
Dump trucks with paper saying how much tobacco companies make a day.
Dumped money on the road to see how much money they have made.
Famous movie star says to keep tobacco away from kids.
Father dies a couple of years ago from throat cancer.
Filter -- flashing images about tobacco and what it does.
Girl changes in mirror while smoking.
Girl in the bathroom smoking.
Girl is smoking in the bathroom and she decays.
Girl leaves her house, dad gives her a checklist of things she should not do and friend offers her a cigarette and she says no.
Girl smoking in bathroom, it says what happens if you could see what's happening to you like tar coming out of her mouth, her hair is turning all gross and slimy.
Girl swerves off the road when guy lights up
Girl was going to party, dad said no smoking, she didn't take one when offered.
Graffiti--the guy's (teen male) dad died.
Grim Reaper -- with kids restaurant or room./room
Guy and girl driving and one lights up. So the other swerves of the road. "Well, you're endangering my life. Just returning the favor."
Guy behind the orange screen talking about tobacco industries
Guy has a mural painted of his father, trying to say smoking is harmful because his dad died.
Guy says "Smoking really does help you relax, dead is about as relaxed as you can get."
Guy sitting in a chair.
Guy sitting on a chair saying he's got this whole smoking thing figured out. If it makes his breath smell bad, so what!
Guy trying to smoke and someone throws cigarettes at him.
Guy who couldn't play baseball anymore, he had a hole in his throat too.
Had someone's aorta and squeezed some tobacco from it.
Healthy and unhealthy babies. Asking moms "Which would you rather have?"
His father died, he painted a mural of his father.
Homeless black man in front of curtain: what tobacco companies were saying. Project Scum.
How cigarette smoking can kill you.
How it affects people around you.
How people die from them and how it affects your brain and this guy is at a drive

through and they hit a little girl.
Ice cream truck, truth.
Ice cream truck.
If people stop buying cigarettes they can live almost twice as long.
If you are on drugs you might have a small baby.
If you'd rather have baby A or baby B.
It had the tube where all the stuff gets caught. It had one with all off the gross stuff in it for the smoker and one with nothing in it for the person who does not smoke.
It said something like would you smoke if you knew everything that was going on inside you and then they showed 2 guys and one of them was smoking.
It said that tobacco was the killer of this man's father and it was not the tobacco companies fault and they were drawing a picture of him on the wall.
It showed the lung of the normal person - which was pink - and it showed the lung of the smoker, which was blackish.
It was a tobacco company promoting smoking for teens and the teens came back and said that they were lying and it was bad for them.
It was a truth commercial. A dump truck dumped out a billion pieces of paper and that's how much tobacco companies would lose if people quit smoking.
It was about an ice cream truck and they were doing a survey.
It was one of those Truth ads that had people's bodies and it talked about how many people were killed from smoking.
It was the same thing, pretty much. The anti-drug.
It was where these truth people, they looked up record, and a guy had said that cigarettes were bad for you, but his company had said a long time before that, that they were bad for you.
Its shows what happens on the inside of your body and says if it happened on the outside you would rot away.
It's the one where they have a picture of non-smoker's baby and a picture of a smoker's baby and they go around asking which one people would prefer to have a or b.
Just commercials about how bad cigarettes are for you & what they can do.
Just like the radio ads, they talk about what it does to your lungs. Also how the tobacco company's, they don't care.
Just say no to smoking.
Just to stay away from drugs and other information about what they do.
Kid drew a picture of memorial for his dad who died of lung cancer.
Kid going up stairs and mom stops him and says who's going, teens against smoking.
Kid painting picture of dad who died of lung cancer,
Kid that works at a nuclear clean up place and uses this little machine to test the cigarette smoke and when they test it, it comes up really high with some poison.
Kids saying you're not a best friend.
Kids smoking the parent finds out that he was smoking and they didn't know only his friends knew pick good friends and don't smoke.
Kids talking and saying thanks to mom and dad for being alive, to keep tobacco away and asking questions every day.
Kids walking around get offered cigarettes and they say "no."

Q160: DESCRIBE TV COMMERCIAL OR AD (Teens)

Knowledge is the anti drug.
Lab rat.
Lady driving, someone else lights a cigarette, the lady drives off course. And she says "You are endangering my life." I'll endanger yours.
Lady smoking out of the hole in her throat.
Lady smoking through her throat.
Lady talking about problems she has because of smoking.
Lady that drives off the road when someone lights a cigarette.
Lady that sets off fire alarms and sprinklers by smoking in the bathroom.
Lady with a hole in her throat. Compares healthy lung to smoker's lung.
Little babies and crying facts about tobacco.
Lungs decaying.
Meth -- girl scrubbing the bathroom floor with a toothbrush -- song in the background.
Money in the street, tobacco companies lose money.
Most of them have to do with kids and "Just say no."
MTV facts
Mural on guy's dad.
Not to smoke because it can ruin your health.
Old lady with a hole in her neck that smokes through the hole.
On Channel One at school on how it can mess up your driving.
One about a kid who lost his father.
One about baby A and baby B with a skinny baby, they are doing a survey, people in the tobacco company are talking about how people would rather have smaller babies than healthy ones.
One girl comes into the bathroom, and smokes a cigarette, and a second girl comes in and starts making herself prettier, and the first girl is aging quickly...and some black sludge drips from her mouth. Throughout the whole commercial it tells what tobacco does, what it'll do to you in 10 years.
One of the ones where emphysema from smoking and asthma and that kind of stuff.
One of those truth ones where a lady slams down a payphone.
One out of 3 teen's will die over the year..
One that said stay away from drugs, and be careful.
Ones about nicotine patches.
Painting of dad on wall that died from cancer
Parent allows the child to do what he wants, but still finds out that he is smoking.
Parents are talking to kids about it, and then they go off with their friends. Someone offers them a cigarette, but they refuse it because of what they said.
Parents getting involved in a teens life and invading privacy and the teen says thanks.
Parents talk to your kids, they'll listen.
Parents talking to their kids about not smoking.
Parents the anti-drug.
Parents--the anti-drug.
People backed a dump truck and dumped out a bunch of cigarette cartons, which is showing people how many cigarette cartons the US goes through each year.
People falling down, message saying how many people smoking kills.

Q160: DESCRIBE TV COMMERCIAL OR AD (Teens)

People who have smoked with a hole in their throat.
Picture of guy smoking and you can see his lungs and everything and there are black and yucky.
Pictures of healthy and smoked lungs.
Pile of body bags.
Premature baby to parents who smoke.
Pretty much the same as the radio one.
Project Filter -- spray painting the picture of dad and he died of tobacco
Quite a few about 2nd hand smoke killing children.
Riding on the horse, with body bags on the horses.
Same as last, never start smoking.
Say no to cigarettes and parents talking to you can keep you from smoking.
Saying NO to drugs.
Second-hand smoke, a lady drives off the road with a male in the car and says 'if you're going to endanger my life, I'll endanger yours." The male was smoking.
Second-hand smoke.
See how it is doing to your body.
She's on a pay phone, grabs a cigarette, it shows her lungs and the tar build up.
Shipped some throw mail.
Showed a guy talking to a girl, and he asked if she wanted a cigarette, and he smiled at her and his teeth were yellow and she said no and walked away.
Shows a homeless guy with a sign that has a written document on it stating that cigarette smoking doesn't kill anybody and that they can give them to anyone.
Shows a woman smoking whose face is falling off.
Shows lungs while smoking getting black and holes.
Shows someone smoking and the smoke going into the lungs. They are all black and tarred. The smoke comes out as they exhale, and it says "Tobacco smokes you."
Shows what smoking does to unborn babies.
Smaller babies from smoking.
Smoke going down esophagus into the lungs causing damage.
Smokers fall down and tell the tobacco company to take a day off.
Smoking and teens don't mix.
Smoking causes low birth weight.
Smoking is death.
Smoking kills with a helicopter. Project Truth.
Smoking, number of deaths it causes.
Something on MTV.
Sports, etc are the anti-drug.
Spray paint.
Spray paint. Guy paints a picture of his dad.
Stacked body bags to show how much people die each day/week from smoking.
Statistics. And they tell you the ingredients and what they can do to you; the harm.
Talk to your children and tell them not to smoke.
Talk to your kids about smoking and tobacco usage.
Talk to your kids about smoking.

Q160: DESCRIBE TV COMMERCIAL OR AD (Teens)

Talked about what it does to your teeth, breath, heart, lungs and liver.
Talking about not smoking and what it can do to you.
Talking about what kinds of cancer they cause.
Teen pregnancy caused by smoking.
Teenage boy kills brother because of weed.
Teenager in trouble with parents and how disappointed parents were.
Teens talking about how smoking made them act different.
Teens telling other teens not to smoke, teens walking down the sidewalk.
Telephone and teenager calls some place to find out how to quit smoking?
That also told you what could happen to you if you smoked.
The ad against peer pressure to smoke.
The anti-drug ones.
The baby one would you prefer baby a or baby b.
The bad things about secondhand smoke, and how it can affect your personal health.
The body bag one.
The cigarette box shoots cigarettes at someone.
The commercial where a lady asks which baby people would prefer. The healthy baby or the baby where the woman smoked while carrying.
The commercial where there's a teenage boy who wraps 3 cigarettes in 3 different types of paper.
The commercial where they have a lung tube and they squeeze stuff out of it.
The curtain ones, the truth behind it.
The dump truck pouring cigarettes out saying how much money you could save.
The effects on babies still in the womb.
The girl in the bathroom smoking a cigarette and her face got uglier and uglier.
The guy was skateboarding and you could see his body deteriorating as he smoked.
The guy who is painting the picture of his dad who died from smoking.
The guy with the rat suit.
The kid tries to get his friend to smoke.
The lady with the hole in her throat.
The lady with the hole in her throat.
The Marijuana ones, where it impairs your judgment.
The money that tobacco companies make on smokers.
The one about "parents talk to your kids about smoking."
The one about selling nicotine which is an addictive drug.
The one where it can ruin your heart and lungs and it shows what it looks like from the inside out.
The one where she had surgery and now she has a hole in her neck.
The one where the friend tries to pass it around and everyone just turns it down.
The one where the kid is smoking and turns into a fish.
The one where the lady has to breath through a tube.
The one where they are saying how many millions of dollars a tobacco company would lose if people quit buying them.
The one where they brought in all the fake money to show how much was spent on cigarettes each year.

Q160: DESCRIBE TV COMMERCIAL OR AD (Teens)

The one where they have the dead bodies all around in the body bags.
The one with the artery. Shows a doctor taking out two arteries, one a smoker and one a non-smoker. Then they squeeze out gross stuff from the smoker artery and says, "Tobacco smokes you."
The one with the babies. The truth ones or something like that.
The one with the five billion dollars, by Truth.
The one with the guy who has all the facial deformations.
The one with the guy who paints the memorial of his father who died of cancer from cigarettes.
The one with the mural. It's about his father, and the guy reads off the report "It is unclear in my own mind that anyone is harmed by cigarettes."
The ones about the tobacco companies knowing it's bad for you. I think it's called project truth.
The ones with the babies all crying.
The ones with the babies. The big babies and small babies. Tobacco man said I think women like small babies more than big ones.
The ones with the little babies that crawl around on the ground. Each baby has a little bad note inside about tobacco.
The only one I've heard on the TV or radio is "tobacco is wacko."
The project filter ones.
The rat guy.
The same as they said over the radio.
The same one as the radio.
The same ones that they do on the radio.
The same truth one.
The statistical one, how many people die a day. The ones like the radio, except they have graphics.
The Truth -- tobacco smokes you.
The truth about cigarettes.
The truth ad.
The Truth ads (same as the radio ads) only they give you visuals.
The Truth ads.
The Truth ads-they describe how much money the tobacco companies would lose if people quit smoking.
The Truth and for every piece of paper is a billion dollars and if everyone stopped smoking this is how much they would lose and they fill the streets with these papers.
The Truth commercials.
The Truth one where a bunch of people laid down in front of tobacco HQ and the message came up of how many people die.
The Truth one where they tell stories about themselves and what can happen.
The truth ones where they are standing outside the building and saying how it kills people.
The Truth ones.
The truth ones. This guy's brother is sitting at home alone in the basement and the guy says "It will not kill you but it will hurt you and this is how my brother ended up."

Q160: DESCRIBE TV COMMERCIAL OR AD (Teens)

The truth, behind curtains, just statistics and stuff.
There is a male smoker and he talks about how he could quit, but then he doesn't.
There was a commercial about tobacco and nicotine. It was on a Bus Bench on T.V.
There was a lady that was popular and she told this guy that it was cool to smoke.
There was an ad that you were the smoke and could see the things that happen like a clogged heart and stuff.
There was an old lady that was smoking out of a hole in her throat.
There's a woman with a tube in her throat that helps her breathe.
There's one that tells what is happening to the environment, and what it does to a person's spouse who has to live with them.
There's one where they're in mummy bags, and it talks about why not to smoke.
They are going to McDonalds and they are smoking and they hit a guy.
They are saying you should do it because it makes you feel better but it doesn't.
They had pictures that show what the tobacco is doing to their lungs and heart.
They had pieces of paper w/facts of smoking in cars.
They show kids doing drugs and at the end they say sports are the anti-drug.
They show the young girl smoking and the smoke coming out of her mouth and her face starts rotting.
They show your midsection from your lungs to your heart and they show what happens when you smoke, I think it's from truth.
They showed a project how they were trying to get more and more people to smoke. It said reading the anti drug.
They talk about making the company's look bad. How it's all impersonal and they don't care about us.
They walk into a building, it was like a spoof on Gatorade, and they extracted and made some kind of juice out of the stuff in cigarettes.
They were bringing out body bags and putting them in front of a tobacco building, making a statement.
They were cleaning some kind of tube and it was full of gunk and nasty stuff.
They were interviewing the mind of a person who smoked and the mind of a healthy person.
They were naming off the ingredients in cigarettes, like rat poison etc.
They were saying what it does to your body and how it effect your daily activities
They're pretty graphic and they show stories of people talking about what tobacco did to them.
This guy had 3 cigarettes and is talking about tar.
This guy smoking a cigarette and he blows smoke in your face.
This guy was smoking and turned into a fish in front of his friend, and he was embarrassed so he didn't ask the girl out.
This kid and little brother are walking and his girlfriend smokes and little brother tells mom.
This man's dad died from smoking and so he painted a picture of his dad on a wall to show that tobacco kills you.
Those Truth commercials.
Those Truth ones.

Q160: DESCRIBE TV COMMERCIAL OR AD (Teens)

Throwing bodybags at the base of cigarette tycoons business.
To quit or not to start.
Tobacco companies don't care about the people and that they're evil.
Tobacco smokes you.
Tooth brush, some things aren't meant to be shared.
True life about tobacco.
Truth
Truth
Truth -- behind the curtain
Truth -- painted a mural of guy's father
Truth -- reading what the guy from the tobacco company said -- behind the curtain
Truth -- they have body bags
Truth ad, behind the curtain.
Truth ads with dog poo, with dead bodies.
Truth ads.
Truth ad--truck full of cigarettes--and something about destroying them.
Truth behind the curtain ones.
Truth behind the curtain.
Truth commercials.
Truth on tobacco, pulls down a red curtain and he has a big old picture of his dad hanging on the wall, says cigarettes killed my dad.
Truth ones: his dad died and they did a mural of him on the side of the building.
Truth survey about the small baby.
Truth, It's like how tobacco kills people and all that stuff.
Truth.
Truth. com
Truth--bunch of toy dolls on the ground. They picked one up that said something on the bottom of it.
Using Nicorette or a patch or something.
What baby would you like to have? A Or B? A mother who is smoking, or a mother who is not smoking.
What would you do if you could see what smoking does to you.
What you would look like if what happened to your lungs happened to the outside of your body.
When people smoke too much, and have to go to jail because of the cops.
Where a guy's dad died from cigarettes.
Where a lady is smoking and her teeth fell out and her face went yellow.
Where it talked about Truth behind the curtain and not wanting low birth weights, and smoking causes low birth weight.
Where people do sports or something like that.
Where there is a guy smoking and there was a cigarette stand and the guy sold him some cigarettes. He's coughing from it and he jumps on the road and gets run over by a truck.
Who, what, where, when, why--the parents ask them.
You end up in a grave, it makes you look older, and a lot of people think it's cool.

Q170: DESCRIBE BUS BENCH AD (Teens)

All is said was Truth, and it made me remember those commercials.
Behind the curtain.
D.A.R.E Stay away from smoking & drugs.
If you want a cigarette we can't give one to you.
It was trying to stop people from using tobacco by telling the prices.
It's those Truth ones again.
I've just seen pictures about cigarettes, and anti about them. I don't really remember what they say.
Just basically don't smoke.
The not normal babies ad.

Q180: DESCRIBE NEWSPAPER AD (Teens)

A guy on a 4 wheeler and smoking a cigarette showing a brand of cigarette.
A poster and pictures of a bunch of animals with cigarette butts in their mouth.
Bar graph showing deaths caused by certain things and tobacco was #1.
D.A.R.E.
Don't smoke, it's not a joke.
Drug thing -- a guide dog.
Has a bunch of farm animals holding cigarettes in their mouth. At the bottom of it, it says, "It looks just as stupid when you do it."
Help quit smoking and nicotine gum.
How bad it is for your lungs.
How tobacco corrodes your lungs.
I don't remember if it was smoking or chewing but it was about mouth and lung cancer and emphysema.
I think it's pretty much the same as the bench one. There was a picture of a cigarette.
If you could see Joe Camel now, he is old, in a wheelchair and on oxygen.
If you could see what happens on the inside of your body, shows a picture of a lady covered in tar.
It just put a message forth that it's stupid.
It said Truth, took up the whole page.
It says it could cause cancer and it's bad for your health.
It was by Truth.
It was one of those truth things.
It wasn't really an ad it was an article one of my friends did about how there is a program in the schools that will be starting up against drugs.
It's those one's that say tobacco is wacko if you're a teen.
Just again that it's bad for you. It stinks and will make you fat and lazy.
Just saying it's very disease causing, one actually listed all the stuff you get.
Knowledge is the anti-drug.
Lies that the cigarette companies have said to the people.
Nicotine gum kills.
Number of deaths by smoking.
Riding off into the sunset, Bob I wish I had my Mom.
Saying cancer and heart disease related to tobacco.
Says that smoking can kill you, if you do it every day you can have cancer.
School newspaper -- DARE --staying away from drugs and tobacco.
School paper article against smoking.
Snowboarder--smoking slows down your reaction time and how active you can be.
Something about all of the chemicals in the cigarettes.
Statistics.
Talk about what is in cigarettes and what people have experienced with them.
Talks about cancer, hole in the throat.
The one where there is a cigarette or the word "tobacco" there and it says the things it won't do for you.
They had the article on the lady that had surgery on her throat because of smoking.

Q180: DESCRIBE NEWSPAPER AD (Teens)

They talked about teen smoking, and how once you try it you get really addicted and once you do start it's hard to quit.
They tell about the stuff that happens to people who do tobacco (school newspaper).
This guy's face looking down at his feet -- smoking kills.
Tobacco is wacko.
Tobacco is wacko for teens.
Truth ads.
Truth.
What is inside of cigarettes.

Q190: DESCRIBE MOVIE THEATER AD (Teens)

"Tobacco is wacko," it's just writing and maybe a picture of someone.
A cigarette in a circle with a line through it.
A cigarrette comes over the screen and says second hand smoke kills over 53 thousand a year.
A filter sign.
A man choking saying don't smoke.
About how second-hand smoke affects people.
Almost like D.A.R.E. don't do drugs.
Be courteous to your (something, I don't remember the word) then in big blinking letters it says: NO SMOKING.
Cigarette crossed out.
Cigarette with a slash across the cigarette and it said don't ruin your life and don't smoke. Don't smoke?
Do as your told, not as you see.
Fake babies falling down & how babies die from secondhand smoke.
Homeless people standing around smoking with a banner that said drugs are bad for you.
I don't know if it counts but the ones that say please no smoking in the theatre.
I just remember them talking about how it affects you.
It just has the Truth thing with a cigarette crossed out.
It just said you couldn't smoke in the theatre.
It just states the facts about what tobacco can do. Just the regular warnings about what they can do.
It says "this is what you look like when you don't smoke." And it shows kids riding their bikes. Then it says "this is what happens to you when you do smoke." It shows a gang of kids.
It was a picture showing what smoking can do to your lungs.
It was about tobacco, drugs and drinking.
It was one of those Truth ones, but I can't remember which one. It was either the one with the babies or the bodies.
it was the Truth ad.
It would show people smoking and using tobacco.
Jim Carrey.
Keep tobacco away from kids.
Marijuana tar ad.
No smoking in the theaters.
No smoking in theater.
Number of deaths.
People are standing by a really big Bus Bench which listed all the ingredients in a cigarette.
Please don't smoke in the theatre.
Please No Smoking in the theater.
Pretty much the same as the ones you see on the T.V.
Project Filter.

Q190: DESCRIBE MOVIE THEATER AD (Teens)

Showed inside of a person's organs, and they compared a non smoker's organs to a smoker's organs.
Showing people making bad decisions about smoking and after they would smoke they would do something harmful.
Shows people because of smoking related diseases.
Skeleton and it said smoking kills.
Smoking -- a new pack is coming out.
Smoking isn't cool.
Talk to your kids about tobacco usage.
Talk to your kids.
Talked about teen pregnancy caused by tobacco.
Telling people why not to smoke.
The anti-drug knowledge.
The one with grim reaper.
The one with the guy that is going through the drive through and the girl on the bike.
The surgeon general commercials.
There are always ads with a cigarette with the red X through it.
There was a picture of an ashtray crossed out, and it said, "Please be considerate, don't smoke."
They say smoking makes you look cool and show how it does not.
They use a computer to make the outside of the person look like the inside of the lungs.
This girl sitting there smoking and underneath it said "Attractive isn't it?"
Tobacco smokes you.
Truth ad.
When they were in the trailer and they had all this junk and they were eating rotten food and when one guy lit a cigarette everyone said it's gross.
Where it says "No smoking" on the ad.